

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7102

Roll No.

--	--	--	--	--	--	--	--	--	--

M.B.A.

(Semester-I) Theory Examination, 2011-12

MANAGERIAL ECONOMICS

Time : 3Hours]

[Total Marks : 100

Note : Attempt questions from all Sections as directed.

Section-A

1. Attempt *all* parts of this question in 50 to 75 words. All

parts carry equal marks :

2×10=20

(a) What is Economics ?

(b) What is Kinked Demand Curve ?

(c) Define Unit Elasticity of Demand.

(d) Explain the role of Managerial Economics in business decisions.

(e) What is Pricing Strategy ?

- (f) Define Production Function.
- (g) Differentiate perfectly competitive market with monopolistic market.
- (h) Compare economic cycle with business cycle.
- (i) What is market skimming pricing ?
- (j) What is Gross National Product ?

Section-B

2. Attempt any *three* parts of this question in 100 to 200 words. All parts carry equal marks :. $10 \times 3 = 30$

- (a) What is Law of Demand ? Also explain exceptions to law of demand.
- (b) Explain the characteristics of monopoly market. Also elaborate on the phenomenon of price discrimination in monopoly market.
- (c) What is Business Cycle ? Discuss its phases.
- (d) Explain Production. Discuss the law of variable proportion in production.

Section-C

Attempt *all* questions of this section in 300 to 500 words. All questions carry equal marks. $10 \times 5 = 50$

3. What is Elasticity of Demand ? What are its managerial uses ?

Or

Explain the methods used for demand forecasting.

4. What do you mean by Cost ? Explain long-run cost curves.

Or

What is the significance of supply analysis in management ?

5. Explain Perfectly Competitive Market. How are prices determined in this market ?

Or

Explain Oligopoly Market. How is price rigidity explained in Oligopoly market ?

6. Explain the concept of inflation. Elaborate on the reasons leading to high inflation. Also explain how high inflation can be contained.

Or

How is profit explained in Economics ? Explain two major theories explaining profit.

7. Write short notes on any two of the following :
- (i) Relationship of Managerial Economics with other disciplines
 - (ii) Equimarginal Principle
 - (iii) Principle of Time Perspective.

7102-4-23000