

Printed Pages: 3

RMB-102/RMT-102

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

Paper ID : 2012456

Roll No.

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**MBA/MBA TM**

**Regular Theory Examination (Odd Sem - I), 2016-17**

**MANAGERIAL ECONOMICS**

*Time : 3 Hours*

*Max. Marks : 100*

- Note :*
- 1. Answer all questions from Section - A.*
  - 2. Answer any three questions from Section - B.*
  - 3. Answer all questions from Section - C using internal choice.*

**Section - A**

**Write Short Notes on following in not more than 50-75 words.**

**(8×2.5=20)**

1. Cardinal utility.
2. Opportunity cost concept.
3. Departmentation.
4. Income elasticity of demand.
5. Supply elasticity.
6. Law of diminishing returns.
7. Fixed costs v/s Variable cost.
8. Skimming price.

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**Section - B**

**Write notes on following in not more than 100 to 200 words. Attempt 3 out of 5 (3×10=30)**

1. What is the significance of managerial economics?
2. What do you understand by movement along the demand curve?
3. Define Marginal Propensity to consume (MPC).
4. Describe why Long Run Average Cost (LAC) curve is called as Planning Curve and envelope curve.
5. Explain Demand-Pull inflation. How it can be controlled?

**Section - C**

**Attempt all 5 questions using internal choice.**

**(5×10=50)**

1. Explain in detail the nature and scope of Managerial Economics. How Micro Economics differs from Managerial Economics?

**OR**

What is Elasticity of Demand? Explain Price, Cross and Income Elasticity of Demand used in managerial decision making process.

2. What is Empirical Production Function? Explain the optimum combination of inputs with diagrams.

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**OR**

What do you mean by Monopoly? How price and output is determined in short and long run in Monopoly Competition?

3. What is Cost of Capital? Explain its structure and role in inter-national competitiveness.

**OR**

Describe the Oligopoly Model in detail.

4. Issues related to pricing are very important regarding introduction of competition. Discuss some of the important pricing issues with special reference to the Tourism industry.

**OR**

'Bundling' has emerged as an important aspect of 'consumer pricing'. Discuss this with special reference to the Tourism sector.

5. What are the various factors which may influence the demand for intermediate goods like cables? Explain the most appropriate method of forecasting the demand for such an item.

**OR**

What is National Income? Explain the concept and discuss various methods of its measurement.

