

Regu – D- 253

Seat No.	
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M.B.A. (Part - I) (Sem. –I) (New Course) Examination, 2012
MANAGERIAL ECONOMICS (Paper IV)
Sub. Code: 48323

Day and Date: Monday, 03-01-2012
Time: 10.30a.m. to 1.30 p.m.

Total Marks : 70

Instructions : 1) *Question No.1 and 5 are compulsory*
2) *Attempt **any two** questions from **Question No.2 to 4.***
3) *Draw neat diagrams wherever necessary*

1. Case Study :

20

Demand forecasting means estimation of future demand by analysing the past-data. It is one of the functions of business manager. With the help of demand forecasts, Business Manager can decide the capital investment, personnel management, volume production requirement of raw material etc. Therefore he is estimating the future demand of his product. In order to calculate the demand in future , he uses various methods and come to conclusion in regards to the future demand of his product. By reading the above para answer the following questions.

- a) State the survey method of demand forecasting. **10**
- b) Explain the graphical method with the help of any hypothetical example of demand forecasting.

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| 1. a) Define Managerial Economics and state its features. | 8 |
| b) State the Law of Demand | 7 |
| 3. a) What is Elasticity of Demand ? State its proportional method of measurement. | 8 |
| b) Explain why average cost curve is 'U' shaped. | 7 |
| 3. a) State the various economies of scale. | 8 |
| b) Explain the price – output determination in monopoly | 7 |
| 4. Write short notes on (any four) : | 20 |
| a) Characteristics of perfect competition. | |
| b) Price discrimination | |
| c) Features of oligopoly. | |
| d) Cost plus pricing . | |
| e) Production function. | |
| f) Phases of business cycles. | |
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