

Seat No.	
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M.B.A. (Part - I) (Semester - I) (CBCS) Examination, March - 2016

MANAGERIAL ECONOMICS (Paper - IV)

Sub. Code : 57107

Day and Date : Tuesday, 29 - 03 - 2016

Total Marks : 80

Time : 11.00 a.m. to 2.00 p.m.

- Instructions :
- 1) Q.No.1 and Q. No 5 are compulsory.
 - 2) Attempt any two questions out of Q.No.2, Q. No.3 and Q.No.4.
 - 3) Figures to the right indicate full marks.
 - 4) Draw neat diagrams wherever necessary.

Q1) Case study :

Manager's role in 21st century is most important for surviving the business. A manager has to take proper decisions for the upliftment of business now-a-days. The industrial and service sector growth and overall performance depends on the strategy adopted by manager of a firm or industry. There is wide scope in India to develop managerial skills among the human resources. Justify your answer of the following questions.

- a) What do you mean by managerial economics? State its features. [10]
- b) Explain the relationship between managerial economics and decision making. [10]

- Q2)**
- a) Explain the law of demand. State its exceptions. [10]
 - b) What are the types of price elasticity of demand? [10]

- Q3)**
- a) Critically examine the laws of returns to scale. [10]
 - b) Give an outline of survey method of demand forecasting. [10]

Q4) a) Explain the revenue concepts and their curves under perfect competition and monopoly market. [10]

b) Elaborate the price - output determination process in monopolistic competition. [10]

Q5) Write short notes on (any four) : [20]

- a) Consumer's surplus
- b) Economics of scale
- c) Cost plus pricing
- d) Gross profit and net profit
- e) Phases of business cycles
- f) Monetary measures to control business cycles.

