

Seat No.	
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M.B.A. (Part - I) (Semester - I) (Regular) Examination, December - 2014
MANAGERIAL ECONOMICS (Paper - IV) (New)
Sub. Code : 48323

Day and Date : Tuesday, 23 - 12- 2014**Total Marks : 70****Time : 10.00 a.m. to 1.00 p.m.**

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

Q1) Case Study. [20]

Price determination process is important in business development. Modern view towards the development of industry is based on the policy of pricing determined in the different types of markets. Perfect competition, monopoly and monopolistic competition are the three major markets where price-output determination process takes place. Today's business decisions are related to the monopolistic competition market. Explain the answers of the following questions.

- a) **What do you mean by monopolistic competition? State its features. 10]**
- b) **Explain price-output determination process of monopolistic competition in short-run period. [10]**

Q2) a) State the scope of managerial economics. [8]

b) **Explain the exceptions of law of demand. [7]**

Q3) a) What is demand forecasting? State its methods. [8]

b) **Explain the concept of multiple product pricing. [7]**

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Q4) a) State the types of price discrimination. [8]

b) Explain the long-run cost curves with suitable diagrammes. [7]

Q5) Write short notes on (Any Four) : [20]

a) Elasticity of demand.

b) External economics.

c) Decision analysis.

d) Nature of profit.

e) Hawtery's theory of business cycle.

f) Monetary measures to control business cycles.

