

Seat No.	
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**M.B.A. (Part - I) (CBCS) (Semester - I) Examination,
December - 2015**

MANAGERIAL ECONOMICS (Paper - IV)

Sub. Code : 57107

Day and Date : Wednesday, 23 - 12 - 2015

Total Marks : 80

Time : 10.30 a.m. to 01.30 p.m.

- Instructions :**
- 1) Question No. 1 and 5 are compulsory.
 - 2) Attempt any two questions from Q. No.2, to Q. No.4.
 - 3) Figures to the right indicate full marks.

Case study:

Read the case carefully and answer the questions given below.

Managerial economics is important for development of a business. Every manager has to face several problems while developing a business on profit motive. Price fluctuation is a crucial part of obstacles faced by a businessman, How a days every businessman has to develop his business in the process of globalisation. A manager of a business have to overcome the business cycles for the development of business. Justify your answer practically regarding the following questions.

- Q1)** a) What are the phases of business cycle faced by an industry? [10]
b) Which measures adopted by businessman to control the phases of business cycle? [10]
- Q2)** a) Explain the meaning and features of managerial economics. [10]
b) State the consumers equilibrium with the help of indifference curve. [10]
- Q3)** a) Explain the concepts of total, average and marginal revenue in the different markets. [10]
b) What do you mean by price discrimination? State the conditions of price discrimination. [10]

P.T.O.

Q4) a) Explain the difference between multiple product pricing and product line pricing. [10]

b) Give an outline of schumpeter's theory of profit management. [10]

Q5) Write Short Notes on: (any four) : [20]

a) Consumer's Surplus.

b) Survey method.

c) Laws of returns to scale.

d) Break even analysis.

e) Hicks theory of business cycle.

f) Features of monopolistic competition.

