

SF-335

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Seat No.	
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**M.B.A. (Part-I) (Semester-I) (CBCS)
Examination, December - 2016
MANAGERIAL ECONOMICS (Paper-IV)
Sub. Code : 57107**

**Day and Date : Friday,30 - 12 - 2016
Time : 2.30 p.m.to 5.30 p.m.**

Total Marks : 80

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



- Q1)** a) 'Managerial economics is science of decision making for businesses'. Justify in the light of meaning and scope of managerial economics. [10]
b) Describe salient features of different market structures with examples. [10]
- Q2)** a) Discuss Schumpeter's Theory of profit management. [10]
b) What is business cycle? Explain measures to control the business cycle. [10]
- Q3)** a) Elaborate different pricing practices with appropriate examples. [10]
b) Describe concept of 'price discrimination' with its application. [10]
- Q4)** a) Explain meaning and types of 'Elasticity of Demand'. [10]
b) 'Demand forecasting is essential for various managerial decisions.' Comment [10]
- Q5)** Write short notes. (Any Four) [20]
- a) Revenue Concepts
 - b) Samuelson's Theory
 - c) Price Leadership
 - d) Indifference Curve
 - e) Diseconomies of Scale
 - f) Break Even Analysis

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