

Seat No.	
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M.B.A. (Part-I) (Semester-I) Examination, 2013
MANAGERIAL ECONOMICS (Paper-IV)

Sub. Code :48323

Day and Date : Saturday 01 - 06- 2013

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) Figures to the right indicate full marks.

Q1) Case Study:

The concept of market is a wider as well as useful in business organisation. Market includes the transactions of buyers and sellers. It is also a relationship of pricing structure and cost analysis. In managerial economics, we have to consider the various types of markets i.e. perfect competition, monopoly, monopolistic competition, oligopoly etc. Most of the developing countries a specific enterprises have been launched as a monopoly structure. Justify your answer with the help of following questions.

a) State the classification of market structure. [10]

b) Explain the price determination process in monopoly market. [10]

Q2) a) Explain the relationship of short term and long term cost curves. [7]

b) State the price output determination process in perfect competitive market. [8]

Q3) a) What is cost plus pricing? State its merits and demerits. [8]

b) Critically examine the Law of Demand. [7]

Q4) a) What is decision analysis? Express steps involved in decision analysis. **[8]**

b) Explain the Hawtrey's theory of Trade Cycle. **[7]**

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

a) Elasticity of Demand.

b) Demand Forecasting.

c) Short run production function.

d) Profit planning.

e) Control on Business cycle.

f) Sources of Business risk.

