



MB 102 (N)

First Semester M.B.A. Examination, September 2016
Course – 2 : MANAGERIAL ECONOMICS (New)

Time : 3 Hours

Max. Marks : 80

SECTION – A

1. Answer **any five** sub-questions. **Each** sub-question carries **3** marks. **(5×3=15)**
- a) What is the significance of managerial economics ?
 - b) What do you understand by movement along the demand curve ?
 - c) Define marginal cost. How is it calculated ?
 - d) What is price discrimination ? Under what conditions price discrimination is possible ?
 - e) Define the term trade cycle. What are its features ?
 - f) What are the instruments of monetary policy to control inflation ?
 - g) Distinguish between suppressed and open inflation.

SECTION – B

- Answer **any four** questions. **Each** question carries **5** marks. **(4×5=20)**
- 2. Briefly explain the law of diminishing returns.
 - 3. What are the various tools of cost control ?
 - 4. What are the factors affecting price elasticity of demand with the help of suitable examples.
 - 5. Distinguish between perfect competition and imperfect competition.
 - 6. Distinguish between GDP and NDP. Describe the various method of measuring National Income.
 - 7. What is oligopoly market structure ? State its features.

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question carries **10** marks. **(3×10=30)**

8. What do you understand by 'cost benefit analysis' ? Discuss the steps involved in it.
9. "Managerial economics is useful to formulate business decisions and policies". Explain.
10. Explain the managerial uses of break even analysis and state its limitations.
11. How is price and output determined under monopoly different from perfect competition ?
12. Why there is need for Demand Forecasting ? Explain any two methods of demand forecasting for the established product.

SECTION – D

13. Case (**Compulsory**) : **(1×15=15)**

The following data is from books of B.V. Company.

Year	Sales (Rs.)	Profit (Rs.)
2013-14	7,20,000	1,20,000
2014-15	9,60,000	1,80,000

Find out P/V ratio

BEP

Sales required to earn profit of Rs. 2,40,000

Profit when sales are Rs. 14,00,000

Margin of safety @ a profit of Rs. 3,00,000
