

**MBA 24105**  
**MBA DEGREE EXAMINATIONS**  
**FIRST SEMESTER**  
**MANAGERIAL ECONOMICS**  
**(w.e.f. Admitted Batch 2024 - 25)**

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**Time: 3 Hours**

**Max. Marks: 75M**

**SECTION - A**

Answer any **FIVE** Questions not exceeding **One** page each.

**(5 X 4 = 20 M)**

1. Profit Maximization Vs Wealth Maximization.
2. Define Demand Function
3. Cobb Douglas Production Function
4. Write a short note on Oligopoly.
5. State various phases of Business Cycles.
6. Write Objectives of a Business Firm.
7. What do you mean by Cross Elasticity of Demand
8. Isoquant and Isocost curves.

**SECTION - B**

Answer **ALL** Questions not exceeding **Four** pages each.

**(5 X 8 = 40M)**

9. (a) Define Managerial Economics? Explain its Nature and Scope.  
(Or)  
(b) Throw some light on Managerial and Behavioural theories of Economics ?
10. (a) Define Elasticity of Demand? Briefly explain Price Elasticity of Demand  
(Or)  
(b) What are the prominent methods of Demand Forecasting? Explain.
11. (a) Explain with suitable example the Law of Variable Proportions?  
(Or)  
(b) Explain various Cost Concepts?.
12. (a) Define Market? Explain Price Determination in Monopolistic Competition?  
(Or)  
(b) State the valuable features of Perfect Competitive Market.
13. (a) Briefly explain Constrained and unconstrained techniques of Economic Optimization.  
(Or)  
(b) State some causes of Inflation. Suggest suitable measures to control inflation.

**SECTION-C**  
**(Compulsory)**

**Case Study.**

**(15 M)**

XYZ Com Ltd., is well organizing Pan India company in FMCG industry that are serving Consumer needs. It is working with 70% operating capacity to maintain Least Cost. Its operating efficiency is good as per the information provided by the Production Department. Its Profit position is good for sustainability. This company has no exception for the worse conditions of COVID 19. During that lockdown period the company come down below its Break-Even-Point (BEP). The Marketing department and managerial department advised for Globalization concept. Soon after coming out from lockdown, the company wanted to get back its previous financial position. The company's external and internal Economies are favourable to managerial department. But other departments have to analyse their contribution for this internationalization decision. Now discuss various possibilities to this company to go for Internationalization.

Q. 1 Elaborate the external and internal economies of scale to support this Globalization.

Q. 2 Possibilities within India for FMCG Companies.

Q. 3 Suggest some cost control techniques to operate the firm above its BEP. V

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