

Roll No

MCA - 405 (C)
M.C.A. IV Semester

Examination, December 2014

Managerial Economics

Elective - I

Time : Three Hours

Maximum Marks : 70

Note: i) Answer five questions. In each question part A, B, C is compulsory and D part has internal choice.

ii) All parts of each question are to be attempted at one place.

iii) All questions carry equal marks, out of which part A and B (Max.50 words) carry 2 marks, part C (Max.100 words) carry 3 marks, part D (Max.400 words) carry 7 marks.

iv) Except numericals, Derivation, Design and Drawing etc.

Unit - I

1. a) Define Managerial economics.

b) How does managerial economics help management?

c) Name the principles involved as tools in managerial economics.

d) Write in short about the scope of ME.

OR

Discuss in brief about the theory of firms.

Unit - II

2. a) Write the examples of producers goods and consumers goods.

b) What is law of demand?

c) What is Opportunity cost?

d) What are the methods of demand forecasting? Write in brief.

OR

What are the criteria of a good forecasting method?

Unit - III

3. a) Define cost volume profit.

b) Write the names of types of cost.

c) What is semi-variable cost? Explain in brief with a suitable example.

d) What is break even point? Write its uses.

OR

Write short notes on:

i) Incremental cost and sunk cost.

ii) Short run cost and long run cost.

Unit - IV

4. a) What is the law of supply?

b) What do you mean by production?

c) What are the types of production function? Write in brief.

d) Write in brief about the factors affecting production function.

OR

What are the causes of the survival of small industries?

Unit - V

5. a) What is market?

b) Name the types of market structure.

c) Write the meaning of perfect Competition.

d) What is meant by monopoly? Write its characteristics and its kinds.

OR

Write short notes on:

i) Oligopoly.

ii) Monopolistic Competition.