

Roll No.....

Total Pages: 2
13079

MBA/D-17
MANAGERIAL ECONOMICS
Paper: MBA-CP-103

Time: Three Hours

Maximum Marks: 70

Note: Attempt any eight questions from Part-A and any three questions from Part-B. A carries each question of 5 marks. Part-B carries each question of 10 marks.

Part-A

1. Define managerial economics. How is it different from economic theory.
2. What is the importance of concept of elasticity of demand for a marketing manager.
3. How do changes in income affect the slope of the budget constraint? Explain.
4. What is opportunity cost concept and also explain the significance of it to the managers.
5. Distinguish between Perfect Competition and Monopoly.
6. Why is short run average cost U shaped?
7. Explain how giffen goods constitute an exception to law of demand.
8. What is price discrimination and when is it possible.
9. Why do firms put a limit on their profits?
10. Explain the linked demand curve hypothesis of oligopoly type of market structure.

Part-B

11. Over the years the demand for textiles in India has grown in spite of rising prices. How would you reconcile this fact with the law of demand?
12. What is a production function? How does a long run production function differ from a short run production function?

13. New Balance Shaving Production Ltd. Produces razor blades and razors. Propose a pricing strategy that would allow the firm to maximize its profit on the two goods. Explain.
14. What is the importance of national income accounting. Explain the various concept of national income.
15. What are the various tools of monetary policy? How has the Government of India used these tools for controlling inflation in India.