

Code: 17E00103

MBA & MBA (Finance) I Semester Regular & Supplementary Examinations December/January 2018/19

MANAGERIAL ECONOMICS

(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer the following: (05 X 10 = 50 Marks)

- 1 Briefly define the role, nature and scope of managerial economics.
OR
- 2 Briefly discuss the relationship of economics with other disciplines of management.
- 3 Briefly explain the significance of demand forecasting and narrate various techniques.
OR
- 4 Discuss the role of marketing research approaches in demand estimation.
- 5 What is Breakeven analysis? Explain relevance of it in the bussiness.
OR
- 6 Briefly explain the production function and influencing factors.
- 7 Explain various pricing methods and the strategies of pricing policy.
OR
- 8 Briefly explain price output determination in various types of competitions.
- 9 Define the characteristics, types and effect of each type of inflation.
OR
- 10 Briefly discuss the characteristics and phases of business cycle.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Define price elasticity of demand. If a consumer increases the consumption of X by 5 kgs from 10 kgs to 15 kgs per week due to decrease in the price by 2 Rs per kg from 8 Rs to 6 Rs, how much is the rate of change is observed in demand due to price change. Explain.
