

MBA II Semester Regular & Supplementary Examinations June/July 2017

MANAGERIAL ECONOMICS

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION - A

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

1 Define 'Managerial Economics'. Explain the nature and scope of managerial economics.

OR

2 Define 'Firm'. What are the various objectives of a firm?

3 Briefly write about types of elasticity of demand.

OR

4 What are the techniques available for demand fore-casting?

5 Discuss in detail about Cobb-Douglas production function.

OR

6 Write in detail about economics of scale of production.

7 Examine how price is determined under perfect competition.

OR

8 Briefly write about different strategies of pricing.

9 Outline the reasons for inflation and suggest measures to reduce it.

OR

10 Explain about the various phases of business cycles.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 **Case study:**

Find price elasticity of demand at price Rs.7, when price and quantity demanded behave in the following manner:

Price (P) Kg	9	8	7	6	5	4	3	2	1
Quantity Demanded (Q)/Kg	5	15	20	30	36	45	55	70	90
