

**Code: 14E00202**

**MBA II Semester Supplementary Examinations December/January 2017/2018**

**MANAGERIAL ECONOMICS**

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

Time: 3 hours

Max. Marks: 60

**SECTION – A**

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

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- 1 Critically examine the role of managerial economist in the present day business environment.

**OR**

- 2 What is optimization? What are the techniques of optimization?

- 3 Explain clearly about price elasticity of demand with examples.

**OR**

- 4 Discuss the need and significance of marketing research in India.

- 5 Define 'cost'. Outline the various determinants of costs.

**OR**

- 6 Write in detail about Cobb-Douglas production function.

- 7 Explain the features of monopoly and oligopoly.

**OR**

- 8 Discuss about methods of pricing which are in practice.

- 9 Define inflation. What are the negative effects of inflation?

**OR**

- 10 What is meant by business cycle? Outline the different phases of business cycles.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study:**

Commodity	Original price	New price	Original demand	New demand
A	14	16	54	49
B	6	9	14	12
C	96	100	44	39
D	10	8	29	34

**Questions:**

- (a) Calculate price elasticity demand for A, B, C, D.  
(b) Which commodity has more elasticity of demand and which commodity has less elasticity of demand?

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