

MBAC 1002

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

First Semester

General / Marketing / Finance /
IB / HRM / RM / Tourism

Paper II — MANAGERIAL ECONOMICS

(2012-2013 Batch onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Discuss the nature and scope of managerial economics.
2. What are the factors influencing elasticity of demand?
3. Discuss the exceptions to the law of demand.
4. Is it appropriate to view firms primarily as economic entities?
5. Explain different types of elasticity of demand.

6. Explain the concept and importance of national income.
7. What is price discriminations? Describe the conditions for price discriminations.
8. Explain the fiscal and monetary policies in detail.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. "Managerial Economics is Economics applied in Decision Making—Discuss.
10. What are different methods of forecasting demand? Explain.
11. Discuss the various types of costs in detail.
12. "Monopolistic Competition is a blend of perfect competition and monopoly". Discuss. How is price-output determined under monopolistic competition?
13. Define Business Cycle. Explain various Phases of Business Cycle.
14. Discuss the various measures of national income. What are the difficulties in measuring national income?
15. Write a detailed note on Public Private Participation.
16. Discuss the impact of Liberalization, Privatization and Globalization in India.

PART C — (1 × 20 = 20 marks)

17. Case Study - Compulsory
 - (a) Which of the following commodities has most inelastic demand? Give reasons for your answer
 - (i) Soap
 - (ii) Salt
 - (iii) Penicillin
 - (iv) Ice-cream
 - (v) Holiday tour package. (10)
 - (b) Suppose you are a sales manager of an organization. Explain how the analysis of demand contributes to business decision making, in the light of the responsibilities of a sales manager. (10)