MBAC 1002

M.B.A. DEGREE EXAMINATION, DECEMBER 2019.

First Semester

General (Common)

MANAGERIAL ECONOMICS

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Elucidate the six fundamental concepts used in managerial economics.

2. What are the determinants of Price Elasticity of Demand? Explain.

3. Describe Iso - quant curves in detail.

4. Define Break-even point. Discuss the assumptions to be made while calculating break-even point.

5. Distinguish between perfect and imperfect market.

6. What is price discrimination? Explain its objectives and state the major degrees of price discriminations.

7. Explicate the limitations of monetary policy of India.

8. Discuss the benefits of PPP? Discuss views on PPP from business man and individual's point of view.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Narrate the factors that influence the elasticity of supply.

10. Define production function and Cobb-Douglas production function. Discuss the managerial uses of production function.

11. Examine the short-run cost - output relationship with suitable diagram.

12. What is oligopoly? How price output is determined under oligopoly?

13. Discuss the major difficulties and problems in measuring the National Income of India.

14. Examine the different causes of business cycle and features of business cycle.

15. What are the causes of inflation and give details of different methods to control inflation in India.

16. Should the government own and run business firms? Scrutinize the advantages and disadvantages of privatization of Public Enterprise in India?

SECTION C — (1 × 20 = 20 marks)

Compulsory questions.

17. (a) Discuss the different techniques of demand forecasting. (10)

    (b) With an imaginary figures using regression analysis, estimate the demand forecast for household LED bulbs. (10)

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