

Code: 14E00202

MBA II Semester Supplementary Examinations December/January 2018/19

MANAGERIAL ECONOMICS

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

Time: 3 hours

Max. Marks: 60

SECTION – A

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

- 1 Explain the nature, scope and relevance of managerial economics.
OR
- 2 Discuss the decision making process at the level of the firm.
- 3 Categories the types of demands. Explain with an example.
OR
- 4 What is meant by demand forecasting? Why do you think it is important for the manager of a business firm?
- 5 Define 'Production function'. What is Cobb-Douglas production function? Explain.
OR
- 6 Explain short range and long range costs with examples.
- 7 Discuss in detail various types of markets with suitable example for each.
OR
- 8 Explain the following pricing strategy:
(i) Penetration pricing.
(ii) Skimming pricing.
- 9 What are the major factors influencing inflation in India? Explain.
OR
- 10 List out the characteristic features of business cycle. Discuss the impact of business cycle on the organization.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 Case Study:

Explain different elasticities of demand. Illustrate the use of elasticities of demand in managerial decision making.
