



Subjt Code: RIGMBA102

MBA - I Semester Regular Examinations, D-2017/Jan-2018**MANAGERIAL ONOMICS****Time: 3 hours****Max Marks: 60**Question Paper Consists of **Part-A** and **Part-B**Answering the question in **Part-A** is Compulsory

Four Questions should be answered from Part-B, each question carry equal marks of 12.

PART-A (CASE STUDY)**1 X 12 = 12**

1. An investigation in to the demand of Two Wheelers in some towns has supplied the following.

Town	Population (in lakhs)	Demand for Two Wheelers
A	12	1600
B	15	2800
C	15	2800
D	18	3100
E	18	3500
F	22	3900
G	26	4700

From the above data

- (i) Estimate the demand for Two Wheelers in Town CH' having a population of 30 lakhs
(ii) Would this trend be by the change in thnology and/or price of Cars?

PART-B**4X 12 = 48**

2. Managerial onomics is the integration of onomic Theory with Business Practice for the purpose of facilitating dision making and forward planning by managers. Your Comment.
3. Briefly out line (a) Equi-Marginal rule (b) Risk and Uncertainty (c) Time Persptive (4+4+4)
4. Answer the following (6+6)
(a) What are the determinants of Demand?
(b) Distinguish between Derived Demand and Autonomous Demand
5. Define Production Function. Explain the nature and managerial uses of Production Function
6. Explain the cost output relationship in the short run and long run
7. What is Monopolistic Competition? How does a firm take its pricing and output disions under Monopolistic Competition?

