

MBA &amp; MBA (Finance) I Semester Supplementary Examinations June 2019

**MANAGERIAL ECONOMICS**

(For students admitted in 2017 &amp; 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

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

- 1 Define the nature and scope of managerial economics.  
**OR**
- 2 Describe the objectives of the firm through managerial theories.
- 3 Enumerate on need for forecasting and different forecasting techniques.  
**OR**
- 4 Explain the different types of elasticity of demand with suitable examples.
- 5 Write short notes on the following:  
(a) Cobb-Douglas production function.  
(b) Returns to scale.  
**OR**
- 6 Write the following:  
(a) Economies of scale.  
(b) Break Even Analysis.
- 7 What is meant by perfect competition market? Enumerate on price output determination in perfect competition.  
**OR**
- 8 Describe the various pricing strategies.
- 9 Explain the different phases of business cycle.  
**OR**
- 10 What are the effects of inflation? Describe some anti-inflationary methods

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

**11 Case Study:**

During a recessionary period, in the United States, CEO's of the General Elite Business School is planning to rebrand the school and also is forecasting to attract. Prospective candidates for 2017 admissions. The school is planning to create additional demand of 50%. For rebranding process EBS management is planning to develop their infrastructure in three different ways:

Strategy-I: Purchase an existing B-School building and modify its structure in Mumbai city.

Strategy-II: Renovate/Uplift existing EBS building at Pune.

Strategy-III: Construct a new building in and around its existing place.

From the above situation:

**Question:**

Discuss the pros and cons of each strategy? Which strategy would you prefer and why? Justify your recommendations with the Economic - decision making concepts.