

Code: 9E00102

MBA & MBA (Finance) I Semester Supplementary Examinations June/July 2018

MANAGERIAL ECONOMICS

(For students admitted in 2013 (LC), 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Describe the nature and scope of managerial economics.
- 2 What are the management tools of optimization?
- 3 Discuss in detail about discounting principle and risk and uncertainty concepts.
- 4 What is demand forecasting? What are the criteria for good forecasting?
- 5 Briefly explain about isoquants and Isocosts curves.
- 6 Distinguish between short run costs and long run costs.
- 7 What are the different methods of pricing which are in practice?
- 8 Explain the nature and scope of profit management.
