



Code: 17E00103

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

**MANAGERIAL ECONOMICS**

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

**SECTION – A**

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

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- 1 Critically examine the role of managerial economist in relation with objectives of the firm.  
**OR**
- 2 Briefly discuss the emerging management tools of optimization.
- 3 Briefly explain the need and significance of law of demand and its exemptions.  
**OR**
- 4 What is price elasticity of demand? How would you measure it? What is its significance in business?
- 5 Illustrate the short and long range costs with suitable examples.  
**OR**
- 6 Briefly explain the Cobb-Douglas production function and influencing factors.
- 7 What is monopolistic competition? How does a firm take its pricing and output decisions under monopolistic competition?  
**OR**
- 8 Discuss price discrimination and its advantages.
- 9 Briefly explain the effects of inflation on economy.  
**OR**
- 10 Briefly discuss the steps to avoid business cycle.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

**11 Case Study:**

Estimate the sales when price is Rs.180. Estimate demand when price is Rs.36.

Year	2008	2009	2010	2011	2012
Demand for television (Lakhs)	68	55	50	45	35
Price (Rs)	10	18	25	30	38

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