

Total No. of Pages: 2

Register Number:

6479

Name of the Candidate:

M.B.A. DEGREE EXAMINATION - 2011

(FIRST YEAR)

(PAPER – III)

130. MANAGERIAL ECONOMICS

December)

(Time: 3 Hours

Maximum: 75 Marks

SECTION - A

Answer any FIVE questions.

(5 × 3 = 15)

1. Define managerial economics.
2. Opportunity cost.
3. Duopoly market.
4. Cross elasticity of demand.
5. Price discrimination.
6. Cost output relationship.
7. Gross National Product.
8. Skimming pricing.

SECTION - B

Answer any THREE questions.

(3 × 10 = 30)

9. State the significance of managerial economics in decision making.
10. Explain the types of price elasticity of demand with examples.
11. Explain the Break Even Analysis with its applications.
12. Bring out the features of monopolistic market.
13. Explain the phases of Business cycle with example.

SECTION - C

Answer any TWO questions.

(2 × 15 = 30)

14. Discuss the various demand forecasting techniques.
15. Discuss about price and output decisions under Oligopoly. Illustrate and explain the Kinked Demand Curve in oligopoly.
16. What is National Income? Explain the methods of measuring a national income in detail.
17. Economists have suggested many profit policies as an alternative to profit maximization. Discuss about these.

2

**jkpHhf;fk;
gFjp - m
VnjDk; le;J tpdhf;fSf;F tpilaspf;ft[k;.** (5 × 3 = 15)

1. nkyhz;ikg; bghUshjhuk; - tiuaiwbra;f.
2. tha;g;g[mlf;f tpiy.
3. ,U epWtdr; re;ij (Duopoly).
4. FWf;F befPH;t[j; njit.
5. tpiyg; ghFghL.
6. tpiy - cw;gj;jp cwt[.
7. bkhj;j njrPa cw;gj;jp.
8. file;bjLj;j tpiy.

**gFjp - M
VnjDk; _d;W tpdhf;fSf;F tpil mspf;f.** (3 × 10 = 30)

9. KobtLj;jypy; nkyhz;ikg; bghUshjhuj;jpd; Kf;fpaj;jtj;ij tpsf;Ff.
10. tpiy befPH;t[j; njit khw;wk; gw;wp cjhuzj;Jld; tpsf;Ff.
11. yhg - el;l rhprkd; g[s;sp Ma;t[gw;wp tpsf;Ff.
12. Kw;Whpik cl;gl;l nghl;o re;ijapd; (Monopolist Market) rpwg;g[f;TWfis tpsf;Ff.
13. thdpg RHw;rpapd; gy fl;l'fis cjhuzj;Jld; tpsf;Ff.

**gFjp - ,
VnjDk; ,U tpdhtpw;F tpil mspf;f.** (2 × 15 = 30)

14. gy tpjkhd njit Kd;fzpg;g[Kiwfis tpsf;Ff.
15. rpy nghl;o epWtd'fns cs;s (Oligopoly) re;ijapy; tpiy kw;Wk; cw;gj;jp Kot[fis tpsf;Ff.
.e;epiyapy; fPH;nehf;F tis nfhL (Kinked Demand Curve) njitapid tpsf;Ff.
16. njrpa tUtha; vd;why; vd;d? njrpa tUkhd fzf;fPl;ow;fhd gy tHpfis tpsf;Ff.
17. bghUshjhu epg[zh;fs;/ gy yhg nfhl;ghLfis yhg mjpfhpg;g[f;F khw;whf ghpe;Jiu bra;Js;sdh;.
.e;j Tw;iw gw;wp tpthjpf;f.

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