Code: 14E00202

MBA II Semester Supplementary Examinations December/January 2017/2018
MANAGERIAL ECONOMICS
(For students admitted in 2014, 2015 & 2016 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 the present day business environment.
OR
2   What is optimization? What are the techniques of optimization?

3   Explain clearly about price elasticity of demand with examples.
OR
4   Discuss the need and significance of marketing research in India.

5   Define 'cost'. Outline the various determinants of costs.
OR
6   Write in detail about Cobb-Douglas production function.

7   Explain the features of monopoly and oligopoly.
OR
8   Discuss about methods of pricing which are in practice.

9   Define inflation. What are the negative effects of inflation?
OR
10   What is meant by business cycle? Outline the different phases of business cycles.

SECTION – B
(Compulsory question, 01 X 10 = 10 Marks)

11   **Case Study:**

Commodity	Original price	New price	Original demand	New demand
A	14	16	54	49
B	6	9	14	12
C	96	100	44	39
D	10	8	29	34

Questions:

(a) Calculate price elasticity demand for A, B, C, D.

(b) Which commodity has more elasticity of demand and which commodity has less elasticity of demand?

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