

Code: 14E00202

MBA II Semester Regular &amp; Supplementary Examinations June/July 2017

**MANAGERIAL ECONOMICS**

(For students admitted in 2014, 2015 &amp; 2016 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 'Managerial Economics'. Explain the nature and scope of managerial economics.  
**OR**
- 2 Define 'Firm'. What are the various objectives of a firm?
- 3 Briefly write about types of elasticity of demand.  
**OR**
- 4 What are the techniques available for demand fore-casting?
- 5 Discuss in detail about Cobb-Douglas production function.  
**OR**
- 6 Write in detail about economics of scale of production.
- 7 Examine how price is determined under perfect competition.  
**OR**
- 8 Briefly write about different strategies of pricing.
- 9 Outline the reasons for inflation and suggest measures to reduce it.  
**OR**
- 10 Explain about the various phases of business cycles.

**SECTION - B**

(Compulsory Question)

01 X 10 = 10 Marks

**Case study:**

Find price elasticity of demand at price Rs.7, when price and quantity demanded behave in the following manner:

Price (P) Kg	9	8	7	6	5	4	3	2	1
Quantity Demanded (Q)/Kg	5	15	20	30	36	45	55	70	90

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