

Printed Pages : 4

MB-102

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 1135 Roll No.

--	--	--	--	--	--	--	--	--	--

M. B. A.

(Semester-I) Theory Examination, 2012-13

ECONOMICS FOR MANAGERS

Time : 3 Hours]

[Total Marks : 100

Note: Attempt questions from each Section as per instructions.

Section-A

Attempt *all* parts of this question. Each part carries

2 marks.

2×10=20

1. (a) Explain Managerial Economics.
- (b) What is Price Rigidity?
- (c) Define Cross Elasticity of Demand.
- (d) Define Income Elasticity of Demand.
- (e) What is Profit?
- (f) Define Production.

- (g) Define Monopoly.
- (h) What is business life cycle?
- (i) What is strategic pricing?
- (j) What is Gross Domestic Product?

Section-B

Attempt any *three* parts of this question. Each part carries 10 marks. 10×3=30

- 2.
- (a) Explain the role of managerial economics in business decision-making.
 - (b) Explain the characteristics of monopoly market. Also elaborate on the phenomenon of price discrimination in monopoly market.
 - (c) Discuss the role of Managerial Economics in business decisions.
 - (d) What is Business Cycle? Discuss its phases.
 - (e) Explain Production. Discuss law of variable proportion in production.

1135

(2)

Section-C

Attempt *all* questions of this Section. Each question carries 10 marks. $10 \times 5 = 50$

3. What is elasticity of demand ? What are its managerial uses ?

Or

Explain the methods used for demand forecasting.

4. What do you mean by Cost ? Explain long-run cost curves.

Or

What is the significance of supply analysis in management ?

5. Explain perfectly competitive market. How are prices determined in this market ?

Or

Explain Oligopoly Market. How is price rigidity explained in Oligopoly market ?

6. Explain the concept of Inflation. Elaborate on the reasons leading to high inflation. Also explain how high inflation can be contained.

1135

(3)

Or

How is profit explained in Economics ? Explain two major theories explaining profit.

7. Write short notes on any two of the following :
- (i) Relationship of Managerial Economics with other disciplines
 - (ii) Equimarginal Principle
 - (iii) Principle of Time Perspective.

1135

(4)

14,400