



PAPER ID-311674

Roll No:

MBA  
(SEM I) THEORY EXAMINATION 2024-25  
MANAGERIAL ECONOMICS

TIME: 3 HRS

M.MARKS: 70

Note: Attempt all Sections. In case of any missing data; choose suitably.

**SECTION A**

**1. Attempt all questions in brief.** **2 x 07 = 14**

Q no.	Question	CO	Level
a.	Define Managerial Economics.	1	1
b.	Calculate the opportunity cost of a machine to be used only for one purpose.	1	2
c.	Explain Delphi method of demand forecasting.	2	2
d.	Briefly explain the Envelop curve.	3	2
e.	Write an example of Marginal Cost.	3	3
f.	Explain with example meaning of Duopoly.	4	4
g.	Write four phases of Business Cycle.	5	2

**SECTION B**

**2. Attempt any three of the following:** **07 x 3 = 07**

Q no.	Question	CO	Level
a.	Analyze the use of Incremental concept and Time perspective principle in managerial decision making.	1	4
b.	Compare and contrast between individual demand and market demand, draw schedule and curve for explaining the concepts.	2	5
c.	Analyze the Economies of scale to an FMCG company, as the scale of operation is increasing from North India to whole Indian market.	3	5
d.	With the help of suitable diagrams explain the Total Revenue, Average Revenue and Marginal Revenue in Monopolistic market.	4	2
e.	Elaborate the meaning and causes of Inflation. Suggest any two measures to control Inflation.	5	1

**SECTION C**

**3. Attempt any one part of the following:** **07 x 1 = 07**

Q no.	Question	CO	Level
a.	"Managerial Economics has two branches- Micro Economics and Macro Economics- they are different however related to each other". Justify the statement.	1	4
b.	Elaborate the law of Diminishing Marginal Utility, also mention its assumptions and applications.	1	2

**4. Attempt any one part of the following:** **07 x 1 = 07**

Q no.	Question	CO	Level
a.	Analyze the concept of Price Elasticity of Demand, draw diagrams to explain its types.	2	4
b.	Mirochef is planning to launch a consumer friendly machine for Roti making, targeted at modern nuclear families. Recommend any two qualitative demand forecasting methods suitable for this product.	2	7

