

Roll No:

MBA
(SEM I) THEORY EXAMINATION 2023-24
MANAGERIAL ECONOMICS

TIME: 3HRS

M.MARKS: 100

Note: 1. Attempt all sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief. 2 x 10 = 20

Q no	Question	Marks	CO
a.	State the benefits of study of Managerial Economics.	2	1
b.	Define Cardinal Utility.	2	1
c.	What do you mean by Law of Demand?	2	2
d.	Define the concept of Supply Elasticity.	2	2
e.	What is Law of returns to scale?	2	3
f.	State the concept of Marginal Revenue.	2	3
g.	What is Imperfect Market Structure?	2	4
h.	Define the concept of Product Differentiation.	2	4
i.	What is Business Cycle?	2	5
j.	What do you mean by Inflation?	2	5

SECTION B

2. Attempt any three of the following: 10x3=30

a	'Managerial Economics is often used to help business students integrate the knowledge of economic theory with business practice.' How is this integration accomplished in your point of view? What role do you think does the subject play in shaping managerial decisions?	10	1
b	Explain the concept of income elasticity of demand and discuss the importance of income elasticity of demand for a business firm.	10	2
c	Give reasons for the U shape of long run AC curve.	10	3
d	Define the market and market structure Explain various types of markets with suitable examples.	10	4
e	Describe the circular flow of economic activity of India.	10	5

SECTION C

3. Attempt any one part of the following: 10x1=10

a	Distinguish between micro economics, macro economics and managerial economics. Why does study managerial economics?	10	1
b	Write the short notes on the following – (i) Concept of Time Perspective (ii) Opportunity Cost Principle	10	1