

MBA
(SEM 1st) THEORY EXAMINATION 2018-19
Managerial Economics

Time: 3 Hours**Total Marks: 70****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A**

- 1. Attempt all questions in brief. 2 x 7 = 14**
- a. What is discounting principles?
 - b. What do you mean by inelastic demand?
 - c. Define advertising elasticity of demand.
 - d. What do you mean by common cost?
 - e. Define law of supply.
 - f. What is Oligopsony?
 - g. Define inflation.

SECTION B

- 2. Attempt any three of the following: 7 x 3 = 21**
- a. Differentiate between managerial economics & economics.
 - b. Distinguish between price elasticity, income elasticity and cross elasticity of demand.
 - c. Distinguish between incremental cost and marginal cost.
 - d. Monopoly price is always higher than the competitive price. Examine?
 - e. What are the uses of national income data?

SECTION C

- 3. Attempt any one part of the following: 7 x 1 = 7**
- (a) Discuss the relationship of Managerial economics with other disciplines.
 - (b) Discuss the different characteristics of managerial economics.
- 4. Attempt any one part of the following: 7 x 1 = 7**
- (a) Explain the point method of measurement of elasticity.
 - (b) Discuss the various methods of demand forecasting.
- 5. Attempt any one part of the following: 7 x 1 = 7**
- (a) What do you mean by isoquants? How many types of isoquants are there?
 - (b) Discuss the law of variable proportion.
- 6. Attempt any one part of the following: 7 x 1 = 7**
- (a) State and explain the factors which you would normally consider while pricing a new product.
 - (b) What is Oligopoly? Explain price leadership in Oligopoly.
- 7. Attempt any one part of the following: 7 x 1 = 7**
- (a) What do you mean by ill effects of business Cycle?
 - (b) Explain the demand-pull theory of inflation.