

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]
(2063)

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MBA 1st Semester Examination

Managerial Economics (O.S.)

103

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt five questions in all, selecting at least one question from each unit. All questions carry equal marks.

UNIT - I

1. What do you understand by “economics activities”? Discuss the flow of economic activities among various units of an economic system. (12)
2. Define economics. Explain the relationships of economics with other social sciences. (12)

UNIT - II

3. What is managerial economics? Discuss the nature and scope of managerial economics. (12)
4. Define the concept of “opportunity cost”. What is the use of this concept in business practice? Give suitable examples. (12)

UNIT - III

5. Explain the law of demand. What are the main determinants of demand? (12)

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6. What is income elasticity of demand? Explain the importance of income elasticity in business. (12)

UNIT - IV

7. What do you understand by accounting costs? How are these different from economic costs? (12)
8. What is 'break even analysis'? Explain the use of break even analysis for managerial decision making. (12)

UNIT - V

9. What is the meaning of 'product-line pricing'? Explain the different methods and problems of product line pricing. (12)
10. Define monopoly market. How are price and output determined under monopoly in short run. (12)