Roll No:

MBA

(SEM I) THEORY EXAMINATION 2020-21
MANAGERIAL ECONOMICS

Time: 3 Hours ***Total 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.	Define Managerial Economics.	2	1
b.	What do you mean by Micro Economics?	2	1
c.	Define Demand Function.	2	2
d.	Describe Advertising Elasticity.	2	2
e.	Define Production concepts.	2	3
f.	What is Marginal Revenue?	2	3
g.	Define Imperfect Market Structures	2	4
h.	Describe Monopoly.	2	4
i.	What is the concept of National Income?	2	5
j.	What is deflation?	2	5

SECTION B

2. Attempt any *three* of the following:

Q no.	Question	Marks	CO
a.	What, in your opinion, should be the main objective or goal of a business firm – maximization of sales, maximization of profit or attaining the target of reasonable amount of profit? Discuss briefly by furnishing appropriate logic.	10	1
b.	State and explain the Law of Diminishing Marginal Returns	10	2
c.	Write short notes on (i) Estimation of revenue (ii) Law of returns to scale	10	3
d.	Oligopolists are more likely to match the price-cut than a price increase by a competitor. Why? Explain with the help of examples	10	4
e.	Discuss the Inflation, its types and causes	10	5

SECTION C

3. Attempt any *one* part of the following:

Q no.	Question	Marks	CO
a.	Describe the nature, scope and practical significance of Managerial Economics.	10	1
b.	Explain with examples, the economic principles underlying the managerial decisions	10	1

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