

Roll No. ....

**56002**

**MBA 2 Yr. 1st Sem. (Old) Batch 2011-12  
Examination – December, 2018**

**MANAGERIAL ECONOMICS**

**Paper : MBA-102**

**[ Time : Three Hours ]**

**[ Maximum Marks : 80 ]**

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

**Note : Attempt compulsory question No. 1 from Section – A and four questions from Section – B (one from each Unit.) All questions carry equal marks.**

**SECTION – A**

1. Briefly explain the following :

(a) Characteristics of managerial economics.

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- (b) Concept of marginal revenue
- (c) Dolphi method
- (d) Engineering cost curves
- (e) Pricing of public utilities
- (f) Multi- product firms
- (g) Features of investment decisions
- (h) Tariff analysis

### SECTION – B

#### UNIT – I

2. Discuss the nature and scope of managerial economics. How does it help the management ?
3. Define elasticity of demand. How are the price, income and cross elasticities and advertising elasticity measured ? Show.

#### UNIT – II

4. Explain the meaning, types and properties of isoquant curves. How are they different from iso- cost curves ?
5. Distinguish between perfect market and monopolistic competition How are price-output decisions taken in perfect competition ?

#### UNIT – III

6. Comment on the following :
  - (a) Consumer's welfare is higher under perfect competition than under monopoly.
  - (b) If the firms, under oligopoly, collide they earn normal profit, if they collude, they earn super normal profit.
7. Explain the method of cost plus pricing. What are the merits and demerits of this method ?

#### UNIT – IV

8. Explain the concept of and methods of measuring national income. What is its relevance to business ?
9. Write notes on :
  - (a) Risk analysis
  - (b) Locational choice of a firm