

Code: 9E00102

MBA I Semester Supplementary Examinations August 2014

MANAGERIAL ECONOMICS

(For students admitted in 2010, 2011, 2012 & 2013)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 (a) Explain the scope of managerial economics.
(b) Discuss the relationship with other areas in economics in detail.
- 2 (a) Explain the practices of managerial theories of firm in economics.
(b) Discuss behavioural theories of firm in detail.
- 3 (a) What is time perspective in economics?
(b) Discuss discounting principle in detail.
(c) How to deal risk and uncertainty? Explain.
- 4 (a) Briefly explain how price is determined under demand versus supply analysis.
(b) Explain marketing research approaches to demand estimation.
- 5 (a) Explain the price and output determination under global competitiveness.
(b) Explain production function with two variables.
- 6 Explain the following:
(a) Cost concept.
(b) Short run versus long run costs.
(c) Average cost curve.
(d) Overall cost leadership.
- 7 (a) What are the fundamental features of oligopoly competition?
(b) How do you determine price of product under oligopoly competition?
- 8 (a) Explain the nature & scope of profit management.
(b) Explain in detail about cost-volume profit analysis.
