

Code No: MB1612/R16

MBA I Semester Supplementary Examinations, February-2020

MANAGERIAL ECONOMICS

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

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| 1. a | Explain the nature and scope of Managerial Economics. | 8M |
| b | Discuss the role of managerial economists in the present scenario. | 4M |
| 2. a | What is elasticity of demand and types of elasticity of demand? | 6M |
| b | Explain the Law of Supply with illustrations. | 6M |
| 3. a | Discuss the production function and how can a producer find it useful? | 6M |
| b | Explain the economies of scale that accrue to a firm. | 6M |
| 4. a | Define cost and explain the determinants of cost. | 6M |
| b | What is cost volume profit analysis? Explain its advantages and limitations. | 6M |
| 5. a | What is market structure? Explain the features of perfect market | 6M |
| b | Illustration the price determination in case of monopoly competition. | 6M |
| 6. a | Explain the need and importance of demand forecasting. | 6M |
| b | Discuss the cost-output relationship in the short run and long run. | 6M |
| 7. a | Define law of supply and its assumptions | 6M |
| b | What are features of monopoly competition? | 6M |
| 8. | CASE STUDY
Raja Ltd. represents the following data:
Sales ₹ 4,00,000
Variable costs ₹ 2,40,000
Fixed costs ₹ 1,00,000
Net profit ₹60,000
Draw a profit volume graph and calculate P/V ratio, BEP in rupees and margin of safety in rupees. | 12M |
