

Code No: MB1912/R19

MBA I Semester Regular/Supplementary Examinations, July-2021

MANAGERIAL ECONOMICS

Time: 3 Hours

Max. Marks: 75

*Answer Any FIVE Questions, one from each unit  
Question No. 11 is Compulsory*

UNIT-I

1. a What is managerial economics? 3M  
b Explain the nature, scope and importance managerial economics. 9M

OR

2. a What is Opportunity Cost? 4M  
b Explain with an example how this concept is used for taking various Managerial decisions? 8M

UNIT-II

3. a What is demand? 3M  
b Explain the determinants and assumptions of demand. 9M

OR

4. a What is demand forecasting? 3M  
b Explain various methods of demand forecasting. 9M

UNIT-III

5. a What is a production function? 4M  
b Explain the importance of Cobb- Douglas production function. 8M

OR

6. a What is Isoquant? 4M  
b Explain its importance in production decisions. 8M

UNIT-IV

7. a What is pricing? 3M  
b Explain the price determination under perfect competition. 9M

OR

8. a What are various methods of pricing? 12M

UNIT-V

9. a Define national income. 3M  
b Explain the measurements of national income. 9M

OR

10. a What do you know about the Business Cycles? 4M  
b Explain about the Hick's Theory of Business Cycles. 8M

11. **CASE STUDY** 15M

Find price elasticity of Demand at price Rs. 7, when price and quantity demanded behave in the following manner:

Price (P)/Kg	9	8	7	6	5	4	3	2	1
Quantity Demanded(Q)/Kg	5	15	20	30	36	45	55	70	90

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