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	1M6114	
	M.B.A. I Semester (Main & Back) Examination - 2015 M-104 A Managerial Economics	

Time : 3 Hours

Maximum Marks : 70
Min. Passing Marks : 28

Instructions to Candidates:

- 1) *The question paper is divided in two sections.*
- 2) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study/application based question which is **compulsory**.*
- 3) *All questions are carrying **equal** marks.*

Section-A

1. Define Managerial Economics. Discuss the Nature, Scope and Significance of Managerial Economics (14)
2. What do you understand by opportunity cost? Give suitable examples to illustrate the use of this concept in the context of managerial decision relating to
 - a) Production
 - b) Finance
 - c) Marketing (an opportunity costs ever be zero) (14)
3.
 - a) Discuss the uses of elasticity of demand for managerial decision making (7)
 - b) Define elasticity of supply. Discuss the determinants of supply (7)

4. Write short note on

- a) Price Skimming
- b) Penetration pricing
- c) Peak load pricing
- d) factors affecting cost at microlevel

(14)

5. a) "Law of increasing returns and law of constant returns are temporary. Phases of the law of diminishing return". Explain (7)

b) Define economies of scale (7)

6. What is a production function? How does a long run production function differ from short run production function. (14)

Section-B

7. a) Describe the various methods of measure of national income. How is a method choosed for measuring national income? (14)

b) from the data pertaining to the Indian economy given below, calculate

- i) GNP at factor cost
- ii) NNP at factor cost
- iii) Net Domestic product at factor cost
- iv) Net domestic product at market prices

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