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Total No. of Pages : 02

Total No. of Questions : 07

MBA/MBA(IB) (Sem.-1st)

MANAGERIAL ECONOMICS

Subject Code : MB-105 (2009 to 2011 Batch)

Paper ID : [C0170]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

SECTION-A

1. Write briefly :
 - a) Incremental cost
 - b) Cross-elasticity of demand
 - c) Giffen goods
 - d) Sunk cost
 - e) Product differentiation
 - f) Income elasticity of demand
 - g) Cost-plus pricing
 - h) Static multiplier.
 - i) Iso-quant curves
 - j) Transfer pricing

SECTION-B

2. What is micro economics? How is it different from macroeconomics?
3. Discuss the fundamentals of managerial economics. Explain the scope of managerial economics as a tool of managerial decision making.
4. What is the purpose of demand forecasting? Describe the uses and limitations of the trend methods of forecasting demand.
5. 'A kinked demand curve plays vital roles in price and output determination in Sweezy Model of Oligopoly.' Critically explain.
6. What is meant by inflation? Explain the various factors influencing inflation. What are the consequences of hyper inflation?
7. What is the multiplier theory in economics? Describe the limitations and leakages of multiplier.