

Code No: **21BA1T2****I MBA - I Semester Regular/ Supplementary Examinations
FEBRUARY - 2023****MANAGERIAL ECONOMICS**

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains three Parts-A, Part-B and Part-C.
2. Part-A contains 8 short answer questions. Answer any **Five** Questions.
Each Question carries 2 Marks.
3. Part-B contains 5 essay questions with an internal choice from each unit. Each Question carries 10 marks.
4. Part-C contains one Case Study for 10 Marks.
5. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

		BL	CO
1. a)	What is meant by the opportunity cost principle?	L1	CO1
1. b)	List forecasting techniques.	L1	CO1
1. c)	Explain about Giffen's paradox.	L2	CO2
1. d)	What do you mean by "production function"?	L1	CO3
1. e)	Define sunk cost.	L1	CO3
1. f)	Discuss about oligopoly market.	L2	CO4
1. g)	Write about the penetration pricing.	L1	CO4
1. h)	Explain the concept of national income.	L2	CO5

PART – B

			BL	CO	Max. Marks
<u>UNIT – I</u>					
2.	“Managerial economics is the integration of economic theory with business practice for the purpose of facilitating decision making and forward planning by management”. Elaborate.	L4	CO1	10 M	
OR					
3.	What is the discounting principle, and how does the impact of risk and uncertainty affect an organization's development process?	L3	CO2	10 M	
<u>UNIT – II</u>					
4.	Explain the law of supply and discuss the elasticity of supply.	L2	CO3	10 M	
OR					
5.	Define Elasticity of Demand. What are the determinants of elastic demand and its types?	L2	CO2	10 M	
<u>UNIT-III</u>					
6.	Define law of variable proportion and elaborate briefly on its stages.	L2	CO2	10 M	
OR					
7.	Explain the internal and external economies of scale. How do they influence the size of the firm?	L4	CO3	10 M	

UNIT – IV

8.	Define Monopoly. Explain the difference between perfect and monopoly competition. Discuss the features of Monopoly.	L2	CO3	10 M
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OR

9.	Write differences between perfect and imperfect market. Explain different types of Pricing.	L2	CO3	10 M
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UNIT – V

10.	Define profit. Elaborate on the nature and scope of profit management.	L2	CO4	10 M
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OR

11.	What exactly do you mean by business cycles? Describe the various business cycle phases.	L4	CO5	10 M
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PART –C

		BL	CO	Max. Marks																									
12.	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th>Commodity</th> <th>Original price</th> <th>New price</th> <th>Original demand</th> <th>New demand</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>14</td> <td>16</td> <td>54</td> <td>49</td> </tr> <tr> <td>B</td> <td>6</td> <td>9</td> <td>14</td> <td>12</td> </tr> <tr> <td>C</td> <td>96</td> <td>100</td> <td>44</td> <td>39</td> </tr> <tr> <td>D</td> <td>10</td> <td>8</td> <td>29</td> <td>34</td> </tr> </tbody> </table> <p>Questions</p>	Commodity	Original price	New price	Original demand	New demand	A	14	16	54	49	B	6	9	14	12	C	96	100	44	39	D	10	8	29	34	L3	CO1, CO2, CO3	10 M
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	<p>a) Determine A, B, C, and D's price elasticity of demand.</p> <p>b) Which commodity has more elasticity of demand and which commodity has less elasticity of demand?</p>			
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