

Code: 17BA1T2

**I MBA - I Semester - Regular / Supplementary Examinations
January 2020**

MANAGERIAL ECONOMICS

Duration: 3hours

Max. Marks: 60

SECTION-A

1. Answer the following:

5 x 2 = 10 M

- a) Differentiate Marginal cost and incremental cost.
- b) What is the law of demand?
- c) What is MRTP?
- d) What is National Income?
- e) What is a business cycle?

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) Define managerial economics. Explain the nature and scope of Managerial Economics.

OR

- b) What are the basic economic principles?

3. a) Explain various types of price Elasticity of Demand.

OR

- b) Explain the need for demand forecasting.

4. a) Critically examine the law of variable proportions.

OR

b) Explain about the LAC.

5. a) Explain price and output determination under perfect competition.

OR

b) Discuss various features of monopolistic competition.

6. a) Explain about break – even analysis.

OR

b) Explain various concepts of National Income.

SECTION-C

7. Case Study

1x10=10 M

The following data is available to you. You are required to calculate

a) BEP

b) Profit when sales are Rs.50000

c) Sales to earn a profit of Rs.10000

Information: Fixed Cost Rs.13000, Variable Cost Rs.14000, Total Cost Rs. 27000, Net Profit Rs.3000, Sales Rs.30000.

PVP 17