

Code: 17BA1T2

**I MBA - I Semester - Regular / Supplementary Examinations
July 2021**

MANAGERIAL ECONOMICS

Duration: 3 hours

Max. Marks: 60

SECTION-A

1. Answer the following:

5 x 2 = 10 M

- a) Explain the fixed cost and variable cost.
- b) What are the exceptions to the law of demand?
- c) What is an ISO Quant?
- d) What are the different methods of Pricing?
- e) What is a Business Cycle?

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) Define managerial economics. Explain the role of managerial economist in managerial decision making.

OR

b) What are the basic economic principles?

3. a) What is mean by law of demand? Explain its determinants.

OR

b) What do you mean by supply? Explain about supply functions.

4. a) Explain marginal rate of technical substitution concept with an example.

OR

b) Explain Cost-output relation in the short period.

5. a) Explain Equilibrium price determination under Monopoly.

OR

b) Explain various features of perfect competition.

6. a) Explain CVP analysis.

OR

b) Explain the measurement 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.26000
Variable cost	= Rs.28000
Total cost	= Rs. 54000
Net profit	= Rs.6000
Sales	= Rs.60000

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