

Roll No.

56002

**MBA 2 Yr. 1st Sem. (Old) Batch 2011-12
Examination – December, 2018**

MANAGERIAL ECONOMICS

Paper : MBA-102

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt *compulsory* question No. 1 from Section – A and *four* questions from Section – B (*one* from each Unit.) All questions carry equal marks.

SECTION – A

1. Briefly explain the following :

(a) Characteristics of managerial economics.

- (b) Concept of marginal revenue
- (c) Dolphi method
- (d) Engineering cost curves
- (e) Pricing of public utilities
- (f) Multi- product firms
- (g) Features of investment decisions
- (h) Tariff analysis

SECTION – B

UNIT – I

- 2. Discuss the nature and scope of managerial economics. How does it help the management ?
- 3. Define elasticity of demand. How are the price, income and cross elasticities and advertising elasticity measured ? Show. <http://haryanapapers.com>

UNIT – II

- 4. Explain the meaning, types and properties of isoquant curves. How are they different from iso- cost curves ?
- 5. Distinguish between perfect market and monopolistic competition How are price-output decisions taken in perfect competition ?

UNIT – III

- 6. Comment on the following :
 - (a) Consumer's welfare is higher under perfect competition than under monopoly.
 - (b) If the firms, under oligopoly, collide they earn normal profit, if they collude, they earn super normal profit.
- 7. Explain the method of cost plus pricing. What are the merits and demerits of this method ?

UNIT – IV

- 8. Explain the concept of and methods of measuring national income. What is its relevance to business ?
- 9. Write notes on :
 - (a) Risk analysis
 - (b) Locational choice of a firm