

Roll No.

29108

**MBA 2 Year 1st Semester (NEP-2020)
Examination – December, 2025**

MANAGERIAL ECONOMICS

Paper : 24IMSI201DS03/24IMS202DS01

Time : Three Hours]

[Maximum Marks : 70

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 : All questions of **Section - A** are *compulsory*. Attempt *four* questions from **Section – B** selecting *one* question from each Unit. All questions carry equal marks.

SECTION – A

1. Write short notes on the following : $7 \times 2 = 14$
- (a) Explain the concept of marginal analysis in decision-making.
 - (b) What is demand elasticity and why is it important ?
 - (c) Explain the law of returns to scale in production.
 - (d) Define the shut-down point for a firm in the short run.

- (e) What is product differentiation ?
(f) What is limit pricing ?
(g) Explain demand-pull and cost-push inflation.

SECTION – B

UNIT – I

2. "Profit maximization is the only objective of business firms." Do you agree with this statement ? Discuss alternative objectives of business firms. 14
3. Discuss the methods of demand estimation and forecasting. How do businesses use these techniques to predict future demand patterns and make informed production and marketing decisions ? 14

UNIT – II

4. Explain the concept of optimal input combination in production. How can businesses determine the most efficient mix of labor and capital ? 14

5. (a) Explain Baumol's sales maximization model. $2 \times 7 = 14$

- (b) Analyze the role of advertising in price-output decisions for firms.

UNIT – III

6. Discuss how multi-plant firms determine optimal price and output levels across different plants. 14

~~7.~~ (a) Discuss the objectives and methods of pricing in public utilities. $2 \times 7 = 14$

(b) Explain the concept of dumping in international trade and its economic effects.

UNIT - IV

~~8.~~ Explain the concept of business cycles, their phases, and their impact on economic activities. 14

9. Discuss the different measures of national income and their significance in economic analysis. 14
