

FACULTY OF MANAGEMENT**MBA (CBCS) I – Semester Examination, January 2018****Subject: Managerial Economics****Paper Code – MB – 104****(Open Elective – I)****Time: 3 Hours****Max.Marks: 80****Note: Answer all the questions.****PART – A (5x4 = 20 Marks)****[Short Answer Type]**

- 1 Opportunity Cost
- 2 Income Elasticity of demand
- 3 Returns to Scale
- 4 Concept of Transfer Pricing
- 5 Trade Cycles

PART – B (5x12 = 60 Marks)**[Essay Answer Type]**

- 6 a) Define 'Firm'. Describe clearly about Marginal Concept theory of firm.
OR
b) Discuss the use of Econometric Models in Decision Making.
- 7 a) What do you understand by the concept of Demand? What are the various determinants of demand?
OR
b) Briefly write about methods of Demand Forecasting.
- 8 a) What are the objectives of CVP Analysis? Briefly write about its limitations.
OR
b) Write in detail about Cobb-Douglas Production Function.
- 9 a) Define 'Oligopoly'. Discuss how price is determined under Oligopoly.
OR
b) What is price discrimination? Why is it followed? Give some examples.
- 10 a) Explain the methods available for calculation of National Income.
OR
b) Define 'Inflation'. Outline the reasons for inflation in India. Suggest preventive measures.