

MBAC 1002

M.B.A. DEGREE EXAMINATION, JUNE 2015.

First Semester

General / Marketing / Finance / IB / HRM / RM /
Tourism

MANAGERIAL ECONOMICS

(2012 – 2013 batch onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. What are reasons for a reasonable profit target?
2. Classify essential consumer goods.
3. What are the different types of demand forecasting?
4. What are the different types of cost?
5. What do you mean by production?
6. What is price discrimination?

7. What do you understand by marginal propensity to consume?
8. What is bank rate?

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Discuss the factors behind law of Demand.
10. Explain the different methods/techniques of demand forecast.
11. What do you mean by law of variable proportions? What are its assumptions?
12. Explain internal economics of scale.
13. Discuss the sources of oligopoly.
14. Explain price discrimination under monopoly.
15. Discuss the concepts of National Income and their relationships.
16. What are the limitations of fiscal policy? Discuss.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study:

Suppose that there are 5,000 firms selling caudy by mail to people in the pacific Northwest. Could this market be characterized as monopolistically competitive? If 5,000 firms are selling perfumes in the same region, could that market be considered monopolistically competitive? Compare and contrast.