

UNIT – IV

8. Explain the factors affecting the locational choice of a firm. 16
9. Discuss various methods of computing national income and narrate the practical difficulties in the estimation of national income. 15

Roll No. _____

12602

MBA 2 Yr. 1st Semester (CBCS) 2019-20
New Scheme Examination – February, 2022

MANAGERIAL ECONOMICS

Paper : 191MG21C2

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 : This paper consists of two sections (Section A and

- B). Section A is compulsory and carrying questions of two marks each while Section B consists of eight question of sixteen marks each. The students shall be required to 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 :

8 × 2 = 16

- (a) Indifference curve technique
- (b) Demand estimation and forecasting
- (c) Engineering cost curve
- (d) Advertising and price-output decisions
- (e) Product differentiation
- (f) Pricing of public utilities
- (g) Risk analysis
- (h) Business cycles

SECTION - B

UNIT - I

2. Discuss nature and scope of managerial economics.
Explain the nature of marginal analysis. 16

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(2)

3. Explain types of elasticity of demand briefly with examples. Also discuss the relationship between price elasticity and marginal revenue. 16

UNIT - II

4. Write short notes on the following :

16

- (a) Baumol's sales maximization model.
- (b) Optimal input combination.

5. Explain the law of variable proportions. Discuss various stages of this law with the help of table and diagram. 16

UNIT - III

6. Explain with the help of appropriate diagram, the price-output decision in multi-plant and multi-product firms. 16

7. Discuss general pricing strategies and special pricing techniques. 18

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(3)

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