

M.B.A. (C.B.C.S. & Old Pattern) Sem-I
MBA-C12 / PCB1C02 - Managerial Economics

P. Pages : 1

Time : Three Hours



GUG/S/19/10675

Max. Marks : 70

-
- Notes : 1. Attempt **any five** questions.
2. All questions carry equal marks.

- | | | |
|-----|---|----|
| 1. | "Managerial Economics is the application of economics in analysing business decision". Discuss. | 14 |
| 2. | State the law of demand. Explain the reasons for the downward slope of demand curve. | 14 |
| 3. | Discuss the marketing research approaches to demand estimation. | 14 |
| 4. | Explain the practical problems on estimation of production function. | 14 |
| 5. | What do you mean by pricing ? Explain the factor on which pricing is based on. | 14 |
| 6. | Discuss in detail the role of profit in the economy. | 14 |
| 7. | Explain the causes and measure to control inflation & deflation. | 14 |
| 8. | What are the features of Oligopoly ? How is price determined under Oligopoly ? | 14 |
| 9. | Explain the different phases of business cycle with suitable example. | 14 |
| 10. | Write a short note on any two . | 14 |
| | a) Economics and diseconomics of scale. | |
| | b) Measurement of profit. | |
| | c) Instrument of monetary policy. | |
| | d) Kubb-Douglas production function. | |
