

11. Why is forecasting important to business decisions ?
Discuss the Qualitative and Quantitative methods of demand forecasting.
12. Explain Price and output determination under imperfect competition with suitable diagram.
13. What do you mean by National Income ? Explain the Difficulties in Computation of National Income.

MP-102

June – Examination 2024

Master of Business Administration (Ist Year) Examination

MANAGERIAL ECONOMICS

Paper : MP-102

Time : 3 Hours]

[Maximum Marks : 80

Note :- The question paper is divided into three Sections A, B and C. Write answers as per the given instructions.

Section–A

2×8=16

(Very Short Answer Type Questions)

Note :- Answer all questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries 2 marks.

1. (i) What do you mean by Managerial Economics ?
- (ii) What do you mean by derived demand ?
- (iii) Explain the Production Function.
- (iv) What do you mean by price discrimination ?
- (v) What is Opportunity Cost ?
- (vi) What do you mean by Penetration Pricing ?
- (vii) What is GNP ?
- (viii) What do you mean by profit maximization ?

Section-B **4×8=32**

(Short Answer Type Questions)

Note :- Answer any *four* questions. Each answer should not exceed **200** words. Each question carries 8 marks.

2. Summarize the scope of Managerial Economics as a learner.
3. Explain the Reasons behind downward sloping demand curves.

4. What do you mean by Elasticity of Demand ? What are the Factors Influencing Elasticity of Demand ?
5. What do you mean by cost concepts ? Explain the determinants of costs.
6. Explain Price and output determination under monopolistic condition with suitable diagram.
7. What do you mean by pricing strategy ? Discuss in objectives of pricing strategy.
8. What is Profit ? Explain the Rent Theory of Profit.
9. What is Circular Flow of Income ? Explain the determinants of Circular Flow of Income.

Section-C **2×16=32**

(Long Answer Type Questions)

Note :- Answer any *two* questions. You have to delimit your each answer maximum up to **500** words. Each question carries 16 marks.

10. What do you mean by Demand ? Explain various types of Demand.