

13704

Roll No. _____

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MBA I - Sem. (Main) Exam., Dec. - 2018

M – 104 Managerial Economics

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL _____

2. NIL _____

SECTION – A

- Q.1 “Managerial economics is a branch of managerial ability”. Explain this statement and discuss the relationship of managerial economics with statistics. [7+7=14]
- Q.2 What is elasticity of demand? What is its usefulness for managerial decision making? Distinguish between price elasticity, income elasticity and cross elasticity. [3+5+6=14]
- Q.3 What do you mean by Law of return to scale? What are assumptions, characteristics and various forms of returns to scale? [3+3+3+5=14]
- Q.4 What do you know about pricing strategies? Explain the different types of pricing strategies. [4+10=14]

Q.5 Define National Income. Explain the various methods of measuring national income, pointing out the problems involved in such measurement. [3+7+4=14]

Q.6 What do you understand by perfect competition? What are its characteristics? How prices are determined under Perfect Competition? [3+4+7=14]

SECTION – B

Q.7 Case Study- [2+3+3+3+3=14]

A company produces a single product and sells it at ₹ 200 each. The variable cost of the product is ₹ 120 per unit and fixed costs for the year is ₹ 96,000. You are required to compute the following for the company:

- (i) P/V Ratio;
- (ii) Sales at Break-even point;
- (iii) Sales units required to earn a target net profit of ₹ 1,20,000;
- (iv) Sales units required to earn a target net profit of ₹ 1,00,000 after income tax, assuming income tax rate to be 50%;
- (v) Profit at sales of ₹ 7,00,000.

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