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Name..

Reg. No....................................

FIRST SEMESTER M.B.A. DEGREE (2024 SCHEME) EXAMINATION
JANUARY 2025

(CUCSS)

M.B.A.

BUS IC 06—MANAGERIAL ECONOMICS

Time : Three Hours

Maximum : 60 Marks

Part A

*Answer **all** the following questions.*
Each question carries 2 marks.

1. What is Managerial Economics ? Briefly explain its Scope

2. What is Law of demand ?

3. What is Law of Variable proportion ?

4. Define Duopoly Competition. Give examples.

5. Differentiate between Perfect and Imperfect Competition.

(5 × 2 = 10 marks)

Part B

*Answer any **four** of the following questions.*
Each question carries 4 marks.

6. Explain Equi-Marginal Concepts in managerial economics.

7. Explain law of Diminishing Marginal Utility with neat diagram.

8. What is Elasticity of demand ? Explain its types.

9. What is Monopolistic Competition ? How the price and output determination happens under Monopolistic Competition ?

10. Explain Business Cycle with neat diagram. Explain its impact on economy.

11. Explain different types of Economic Development Models.

(4 × 4 = 16 marks)

Turn over

Part C

Answer any **three** *of the following questions.*
Each question carries 8 *marks.*

12. Explain Discounting Principle and Compounding Principle with suitable examples.

13. Define Utility. Explain its types.

14. Explain Cobb-Douglas production function in detail.

15. Explain the fundamentals of Game theory and its application in detail.

16. Explain different types of Market Structure with examples.

$(3 \times 8 = 24$ marks$)$

Part D

Answer the following question which carries 10 *marks.*

17. A company sells a product at a selling price of Rs. 1,000 per unit. The cost of production for each unit is Rs. 700. Additionally, the fixed cost incurred by the company amount to Rs. 1,00,000. Using this information :

    a) Calculate the Profit Volume ratio.

    b) Determine the Break Even Point in terms of both units and revenue.

    c) How many units must the company sell to achieve a profit of Rs. 10,00,000.

$(1 \times 10 = 10$ marks$)$