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Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2014

M.B.A. 1.4 : MANAGERIAL ECONOMICS

(2010 admissions)

Time : Three Hours

Maximum : 36 Weightage

Answer all the parts

Part- A (6*1=6)

Answer all the questions

Each question carries 1 weightage

1. What is decision making?
2. Differentiate between market demand and individual demand.
3. Define elasticity of demand.
4. Define supply.
5. What is the difference between average and marginal product?
6. What is psychological pricing?

Part- B (6*3=18)

Answer any six questions

Each question carries 3 weightage

7. Explain some of the important economic concepts that help decision making.
8. Critically examine the law of demand.
9. Explain the factors which influence elasticity of supply.
10. What are Isoquants. What are their characteristics?
11. Discuss the various methods of forecasting demand.
12. Explain cost-output relationship in the long run.
13. Explain the techniques of price discrimination.
14. Explain the features of monopoly competitive market.

Part-C (2*6=12)

Answer any two questions

Each question carries 6 weightage

15. Critically examine price as a weapon of competition.
16. Explain the relationship between average fixed cost average variable cost ,average total cost and output.
17. Discuss the problems faced by the management in formulating pricing policies on new products