

Roll No. ....

Total No. of Questions : 13]

[Total No. of Printed Pages : 3

**UA-497**

**M.B.A.(Plain)/M.B.A.(Gen.Mgt./Mkt. Mgt./  
Hum. Res. Mgt./Fin. Mgt./Mkt. & Sales Mgt./  
Fin./Mkt./Busi. Ana./Opr. Mgt.) (F.T.)**

**I<sup>st</sup> Semester (Reg./Ex./ATKT)**

**Examination, 2023-24**

**Managerial Economics**

**Paper - CP-103**

**Time : 3 Hours]**

**[Maximum Marks : 80**

**Note :- Attempt both section.**

**SECTION - 'A'**

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**Short Answer Type Questions**

**4×8=32**

**Note :- Attempt any four questions from this section. Each carry 8 marks.**

1. 'Managerial Economics bridges the gap between economic theory and business practice.' Explain with examples.
2. Define Elasticity of Demand. Discuss the important elasticities of demand.
3. What is opportunity cost? How is opportunity cost relevant for managerial decisions?
4. Define oligopoly. What is the difference between oligopoly and monopolistic competition.
5. Describe in brief the methods of measuring National Income.
6. Differentiate between Balance of trade and Balance of Payment.
7. Write short notes on :
  - (a) Price skimming
  - (b) Penetration Pricing

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8. Describe the instruments of Monetary Policy.

**SECTION - 'B'**

**Long Answer Type Questions      3×16=48**

**Note :-** Attempt any three questions out of five. Each questions carry 16 marks.

9. What is an Indifference curve ? What role does it play in consumer Analysis ?
10. State and illustrate the Cobb-Douglas Production Function. What are the properties of this function.
11. What factors determine the market structure ? How does the market structure affect pricing decision of a firm ?
12. Explain the concept of gross Domestic Product (GDP). Present your views on the usefulness of the concept as an economic measure of the well being of any nation.
13. What is meant by Business cycle ? Explain the different phases of a business cycle.

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