

Roll No.

12002

MBA 2 Yr. 1st Semester (CBCS)

Examination – December, 2017

MANAGERIAL ECONOMICS

Paper : 16IMG21C2

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Section-A contains *eight* short answer type questions of *two* marks each and is *compulsory*. From Section-B attempt *four* questions, selecting *one* from each Unit. All questions carry equal marks.

SECTION – A

1. (a) Indifference curve
- (b) Engineering cost
- (c) Multi-product firm

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UNIT – III

- (d) Limit pricing
 - (e) Shut-down point
 - (f) Demand elasticity
 - (g) Law of return
 - (h) Capital replacement
6. Discuss the pricing strategies of public utilities.
7. What are the types of general pricing strategies and special pricing techniques ?

UNIT – IV

8. Explain the factors affecting the locational choice of a firm.
9. What are the different stages of Business cycles ?

SECTION – B

UNIT – I

2. Discuss the nature and importance of managerial economics.
3. Explain the alternative objectives of business firms.

UNIT – II

4. Explain the role of technological change and production decisions.
5. Explain the price-out decisions under alternative market structures.

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12002-2650-(P-3)(Q-9)(17) (3)