

Code: 07MB102

MBA - I Semester Supplementary Examinations, August/September 2012

MANAGERIAL ECONOMICS

(For students admitted in 2008 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Explain in detail the role and functions of managerial economist in a firm.
- 2 (a) What is optimization?
(b) What are the optimization techniques available for a firm?
(c) What are the new management tools available for optimization?
- 3 (a) What is incremental concept in economics?
(b) What is time perspective in economics?
(c) Discuss 'Discounting principle' in detail.
- 4 (a) What is a supply?
(b) Explain law of supply and supply function.
(c) Discuss in detail the elasticity of supply.
- 5 (a) What do you mean by returns to scale?
(b) Explain production function.
(c) What is economies of scale?
- 6 (a) What are the different cost concepts?
(b) Discuss the relationship between cost and output.
(c) Write a note on overall cost leadership.
- 7 (a) What are the different methods of pricing a product?
(b) How do you price multiple products?
- 8 (a) Explain the nature and scope of profit.
(b) Explain in detail about cost-volume-profit analysis.
