

CBCS SCHEME

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16/17MBA12

First Semester MBA Degree Examination, June/July 2018 Economics for Managers

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any FOUR full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.**

- 1 a. Define Managerial Economics. (02 Marks)
b. Discuss the forms of External Economics. (06 Marks)
c. Narrate the features of perfect competition. (08 Marks)
- 2 a. Define Elasticity of Demand. (02 Marks)
b. Elaborate the features of Business cycles. (06 Marks)
c. Discuss the tools of credit control. (08 Marks)
- 3 a. Define opportunity cost. (02 Marks)
b. Explain the concepts of National Income. (06 Marks)
c. Suppose the price of a commodity falls from ₹6 to ₹4 per unit and due to this, quantity demanded of the commodity increases from 80 units to 120 units. Find out the price elasticity of demand. (08 Marks)
- 4 a. What is a monetary policy? (02 Marks)
b. Analyse the strength and opportunity of Indian Economy. (06 Marks)
c. Explain the law of variable proportion. (08 Marks)
- 5 a. What is Descriptive pricing? (02 Marks)
b. Explain the types of price elasticity. (06 Marks)
c. What is Inflation? Discuss the types of inflation. (08 Marks)
- 6 a. What is a Union Budget? (02 Marks)
b. Discuss the Nature of Managerial Economics. (06 Marks)
c. Discuss price and output determination under monopoly in the short run. (08 Marks)
- 7 a. What is National Income? (02 Marks)
b. Discuss the various concepts of cost. (06 Marks)
c. Write a note on the Impact of WTO on India's foreign trade. (08 Marks)
- 8 Case Study :

From the following particulars, fixed expenses ₹60,000 , variable cost per unit ₹5, selling price per unit ₹8.
a. Calculate BEP in units. (04 Marks)
b. Calculate BEP in sales. (04 Marks)
c. Show the graphic representation of Break Even Chart. (04 Marks)
d. What is margin of safety and how is margin of safety calculated. (04 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.