

Internal Assessment Test – I

Sub:	Managerial Economics	Code:	22MBA26
Date:	09-08-2023	Duration:	90 mins
		Max Marks:	50
		Sem:	II
		Branch:	MBA

SET - 1

		Marks	OBE	
			CO	RBT
Part A - Answer Any Two Full Questions (2* 20 = 40 marks)				
1	(a) Define Managerial Revenue and Managerial Cost?	[03]	CO1	L1
	(b) Outline the scope of managerial economics	[07]	CO1	L4
	(c) Convince the significance and uses of managerial economics.	[10]	CO1	L5
2	(a) Explain the term Income elasticity of demand.	[03]	CO2	L2
	(b) Examine Cross – elasticity of demand. Explain its uses	[07]	CO3	L3
	(c) Justify the different methods of demand forecasting?	[10]	CO3	L5
3	(a) What is Economies of scale? Explain with graph.	[03]	CO2	L3
	(b) Outline the different cost concepts?	[07]	CO3	L4
	(c) Defend Iso-quant curve? Briefly explain its properties along with graph.	[10]	CO3	L5
Part B - Compulsory (01*10=10 marks)				
4	Case Study			
	India’s Micro, Small and Medium Enterprises (MSME) sector is poised for a mega transformation in 2020, with the launch of an Alibaba-like e- marketplace, trendy yet affordable khadi products to appeal to the masses and digital data-based credit ratings to help entrepreneurs avail loans. However, the MSME sector, often considered the bulwark of the economy as it contributes around 29% to the GDP and 48% to the Indian exports. There is an urgent need of major reforms and policy interventions towards ensuring timely availability of low-cost credit, improving ease of doing business and technological up gradation, to take on the formidable challenge of creating millions of jobs, ensure equitable distribution of national income and achieving large-scale import substitution. The World Bank has recently approved loan worth \$750 million to address the immediate liquidity and credit needs of India’s MSME sector that has been severely impacted by the Covid-19 crisis. This will give a push to the Atmanirbhar Bharat vision of the government.	[10]	CO5	L6
	1.If you are one of Leading Promoter of MSME Alibaba Like E- Marketplace, how will you drive this business to Indians?			

Course Outcomes (COs)		PO1	PO2	PO3	PO4	PO5	PS01	PS02	PS03	PS04
CO1:	The student will understand the application of Economic Principles in Management decision making.	1a1b 3a				4a				
CO2:	The student will earn the microeconomic concepts and apply them for effective functioning of a Firm and Industry.	2a2b			2c					
CO3:	The Student will be able to understand, assess and forecast the demand.	3b	3c							
CO4:	The student will apply the concepts of production and cost for optimization of production									
CO5:	The student will design competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.									
CO6:	The student will be able to understand the impact of macroeconomic concepts.									

Cognitive level	KEYWORDS
L1 - Remember	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.
L2 - Understand	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3 - Apply	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4 - Analyze	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5 - Evaluate	asses, decide, choose, rank, grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6 - Create	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

PO1–Theoretical Knowledge; PO2–Effective Communication Skills; PO3–Leadership Qualities; PO4 –Sustained Research Orientation; PO5 –Self-Sustaining Entrepreneurship

CI

CCI

HOD