

Code :07MB102

M.B.A - I Semester Supplementary Examinations, August/September 2011
MANAGERIAL ECONOMICS

(For students admitted in 2007-08 & 2008-09 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

1. Explain in details 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.
