

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)
 - c. What is margin of safety and how is margin of safety calculated. (04 Marks)

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