

D 53835

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Name.....

Reg. No.....

**FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2024**

(CUCSS)

M.B.A.

BUS IC 06—MANAGERIAL ECONOMICS

Time : Three Hours

Maximum : 36 Weightage

**Section A**

*Answer **all** the questions.  
Each question carries 1 weightage.*

1. Define elasticity of demand.
2. How does cost of production affect supply of a commodity ?
3. What is monopolistic competition ?
4. What is Gross National Product ?
5. What is kinked demand curve ?
6. What is Delphi technique ?

(6 × 1 = 6 weightage)

**Section B**

*Answer any **four** questions.  
Each question carries 3 weightage.*

7. Explain Utility and Law of Diminishing Marginal Utility.
8. Distinguish between direct and derived demand with help of suitable examples.
9. Write a short note on Cobb Douglas production function.
10. What is an oligopoly market structure ? What are the major characteristics of oligopoly ?
11. Briefly explain the concept of GDP at factor cost.
12. The demand for a commodity at price of Rs. 5 is 1250 units and at Rs. 6 is 750 units. Calculate the price elasticity of demand when the price increases from Rs. 5 to Rs. 6.

(4 × 3 = 12 weightage)

**Turn over**

**Section C**

Answer any **three** questions.

Each question carries 4 weightage.

13. Define Economics and explain the Nature and Scope of Managerial Economics ?
14. Distinguish between a shift in demand and a movement along the demand curve.
15. Explain internal and external economies of scale.
16. What are the managerial implications of understanding the market structure ?
17. A following table gives the output in a firm for various levels of labour.

No. of workers :	1	2	3	4	5	6	7	8	9	10
Total Product :	2	6	16	29	43	55	58	60	59	56

Calculate the marginal product, average product and production elasticity.

(3 × 4 = 12 weightage)

**Section D**

Answer the following **Compulsory** question which carries 6 weightage.

18. ABC Ltd. is a company engaged in production of agro products specialised in organic products. It has not been receiving enough orders at its present price which is higher than peers, this has created production capacity under-utilisation. You are employed as an economic analyst with this firm.
  - (i) Explain the micro economic and macro economic factors that influence this company
  - (ii) Discuss the economies and diseconomies of scale that may arise to show the future path that ABC Ltd should adopt. Discuss the case as if you are moving towards perfect market competition.

(1 × 6 = 6 weightage)