



PAPER ID-310975

Printed Page: 1 of 2  
Subject Code: KMBN102

Roll No: \_\_\_\_\_

**MBA**  
**(SEM I) THEORY EXAMINATION 2020-21**  
**MANAGERIAL ECONOMICS**

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

**SECTION A**

1. Attempt all questions in brief.

2 x 10 = 20

Q no.	Question	Marks	CO
a.	Define Managerial Economics.	2	1
b.	What do you mean by Micro Economics?	2	1
c.	Define Demand Function.	2	2
d.	Describe Advertising Elasticity.	2	2
e.	Define Production concepts.	2	3
f.	What is Marginal Revenue?	2	3
g.	Define Imperfect Market Structures	2	4
h.	Describe Monopoly.	2	4
i.	What is the concept of National Income?	2	5
j.	What is deflation?	2	5

**SECTION B**

2. Attempt any three of the following:

Q no.	Question	Marks	CO
a.	What, in your opinion, should be the main objective or goal of a business firm – maximization of sales, maximization of profit or attaining the target of reasonable amount of profit? Discuss briefly by furnishing appropriate logic.	10	1
b.	State and explain the Law of Diminishing Marginal Returns	10	2
c.	Write short notes on (i) Estimation of revenue (ii) Law of returns to scale	10	3
d.	Oligopolists are more likely to match the price-cut than a price increase by a competitor. Why? Explain with the help of examples	10	4
e.	Discuss the Inflation, its types and causes	10	5

**SECTION C**

3. Attempt any one part of the following:

Q no.	Question	Marks	CO
a.	Describe the nature, scope and practical significance of Managerial Economics.	10	1
b.	Explain with examples, the economic principles underlying the managerial decisions	10	1