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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : JUNE – JULY - 2022
SEMESTER - I
Sub: Managerial Economics (MBA102)

Date: 01 /07/2022

Total marks: 60

Time: 2.00pm to 4.30pm

SECTION – I

Q. 1. Fill in the blanks.

(5)

1. Micro economics deals with the analysis of small individual units of the.....
 - a) industry
 - b) economy
 - c) society
 - d) None of the above
2. Which of the following factor do not influence the Demand for the product?
 - a) The price of the product
 - b) The income of the consumer
 - c) Habits, tastes, fashions
 - d) None of the above
3. cost is the change in the total cost resulting from the unit change in the quantity produced.
 - a) Average
 - b) Fixed
 - c) Marginal
 - d) Variable
4. The time period of Secular market is
 - a) 1 day to 1 week
 - b) 6 to 12 months
 - c) 1 year to 5 years
 - d) 5 years and more
5. is one who actually carries on the day to day working of the business.
 - a) Sleeping partner
 - b) An active partner
 - c) Nominal partner
 - d) Partner by estoppel

Q. 2. Answer the following. (Any Two)

(20)

1. Define 'Economics' and distinguish between micro and macroeconomic approaches to the study of economics.
2. Explain fully the concept of 'Price elasticity of demand' and explain the methods of measuring it.
3. Explain the features of Monopolistic Market.
4. Explain the need for Public Sector undertakings. What are the Shortcomings (demerits) of Public Sector undertakings?

Q. 3. Write notes on. (Any Two)

(10)

1. Joint Stock Company
2. Classification of Markets on the basis of competition involved
3. Price discrimination

SECTION – II

Q. 4. Case Study **(15)**

Because the price of Y increases from ₹ 20 to ₹ 24 per kg., the sales of a firm producing commodity X rise to ₹ 110 per kg from ₹ 100 per kg. per week.

Question

- Q.1. Find out the cross-elasticity of demand?
- Q.2. State the relationship between commodities X and Y.
- Q.3. Describe the concept and the application of cross-elasticity of demand.

Q. 5. Answer the following: **(10)**

- a) What is Cost Benefit Analysis? Briefly explain the difficulties in estimating costs and benefits.

OR

- b) Explain the features of Sole Proprietorship type of business organization and state the merits and demerits of it.
