

Roll No.

Subject Code—2177-X

M.B.A. EXAMINATION

(First Semester)

(Re-appear)

(2 Years New Scheme)

MANAGERIAL ECONOMICS

CP-102

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *Five* questions. All questions carry equal marks.

1. Define Managerial Economics and brief the way it helps managers in business decision making.
2. How would you define demand ? Discuss the factors which affect it suggesting the ways business firms can deal with these.

(2-03-06-09)

P.T.O.

3. Why is demand forecasting important for every business organisation ? What are the major tools and techniques of demand forecasting ?
4. Define Production. Discuss the laws that govern it.
5. "Profit maximisation or Value maximisation", what should be guiding principle for business organisations of present time and why ?
6. How monetary policy can be used to bring about a desired change in checking price rise ? Discuss.
7. What do you mean by National income and how is it calculated ? Is National Income the correct measure to judge the growth of a Nation ?
8. Write short notes on the following :
 - (i) Pricing Strategies
 - (ii) Monopoly.