



**MBA DEGREE EXAMINATIONS: FEB 2022**

(Regulation 2017)

**First Semester**

**MASTER OF BUSINESS ADMINISTRATION**

**P21MBC1101/P22MPF1401: MANAGERIAL ECONOMICS**

**COURSE OUTCOMES**

- CO1:** Explain the role of managerial economics in decision making
- CO2:** Infer the demand and supply conditions and assess the position of a company.
- CO3:** Summarise the competitive strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
- CO4:** Outline the National Income, Impact of Business cycles and the role of monetary and fiscal policy in the promoting the economic development

**Time: Two Hours**

**Maximum Marks: 50**

**PART A (5 x 10 = 50 Marks)**

- 1 a) Discuss the relationship of Managerial economics with other disciplines. CO1 [K<sub>6</sub>]
- (OR)**
- b) Explain the concept and applications of Price Elasticity of demand in detail. CO2 [K<sub>5</sub>]
- 2 a) Explain the “Law of Returns to scale” with suitable illustrations CO2 [K<sub>5</sub>]
- (OR)**
- b) Discuss the Economies, and Diseconomies of Scale in detail with reference to a live example of your choice CO3 [K<sub>6</sub>]
- 3 a) What is a Market Structure.? Explain how market structures aids to decide competitive strategies for the companies. CO3 [K<sub>5</sub>]
- (OR)**
- b) What is Pricing? How it is done? Explain the various methods of pricing CO3 [K<sub>5</sub>]
- 4 a) Explain the nature and significance of Macroeconomics with suitable scenarios and illustrations CO4 [K<sub>5</sub>]

**(OR)**

b) What is Unemployment. Examine the reasons for unemployment. Determine the reasons as how unemployment influences a growing economy. CO4 [K<sub>5</sub>]

5 a) Elaborate upon the operations of the Indian Financial Systems with suitable illustrations CO4 [K<sub>5</sub>]

**(OR)**

b) What is Monetary policy? Discuss the various dimensions of the monetary policy designed and followed in India. CO4 [K<sub>5</sub>]

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