



MBA DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2021)

First Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBC1101 : 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: Three Hours

Maximum Marks: 100

PART A (5Q x 20 Marks = 100 Marks)

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|---|----|--|-----|-------------------|
| 1 | a) | Evaluate the scope of Managerial Economics. | CO1 | [K ₅] |
| | | (OR) | | |
| 1 | b) | Explain the relationship of Managerial Economics with other disciplines. | CO1 | [K ₅] |
| 2 | a) | Analyze the Price Elasticity of Demand in detail | CO2 | [K ₄] |
| | | (OR) | | |
| 2 | b) | Elaborate the various demand forecasting techniques. | CO2 | [K ₆] |
| 3 | a) | Elaborate the law of returns to scale with examples. | CO3 | [K ₆] |
| | | (OR) | | |
| 3 | b) | Discuss the Economies and Diseconomies of scale. | CO3 | [K ₆] |
| 4 | a) | Discuss the various market structure with relevant examples. | CO4 | [K ₆] |
| | | (OR) | | |
| 4 | b) | Analyze the different pricing methods. | CO4 | [K ₄] |

- 5 a) Discuss the causes and consequences of Unemployment. CO4 [K₆]
(OR)
5 b) Discuss the Indian Financial System in detail. CO3 [K₆]
