



MBA DEGREE EXAMINATIONS: NOV / DEC 2024

(Regulation 2022)

First Semester

MASTER OF BUSINESS ADMINISTRATION – PROJECT MANAGEMENT

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: Three Hours

Maximum Marks: 100

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

1. a) Describe the scope of managerial economics and its relationship with other disciplines, citing examples from the current business environment. CO1 [K₁]
- (OR)
1. b) Illustrate how managerial economics guides firms in resource allocation decisions, using a recent case study from the tech industry. CO1 [K₂]
2. a) Analyze the elasticity of demand for electric vehicles in India and its impact on pricing strategies, using real-time data. CO2 [K₄]
- (OR)
2. b) Evaluate the demand forecasting techniques used by a company like Reliance Jio to determine product strategies. CO2 [K₅]
3. a) Compare the pricing strategies of oligopolistic firms like telecom companies (e.g., Airtel and Jio) in India. CO3 [K₃]

(OR)

3. b) Assess how monopolistic competition in the FMCG sector influences product differentiation and market behavior. CO3 [K₄]
4. a) Summarize the effects of inflation on national income components, referencing the current inflation trends in India. CO2 [K₄]
- (OR)
4. b) Examine the phases of the business cycle with specific emphasis on India's post-pandemic economic recovery. CO4 [K₄]
5. a) Evaluate the effectiveness of recent fiscal policy measures, such as the Union Budget 2024, in addressing unemployment. CO4 [K₅]
- (OR)
5. b) Assess the role of monetary policy instruments, such as the repo rate adjustments by RBI, in controlling demand-pull inflation. CO4 [K₅]
