



MBA DEGREE EXAMINATIONS: NOV / DEC 2024

(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) | Describe the scope of managerial economics and its relationship with other disciplines, citing examples from the current business environment. | CO1 | [K ₁] |
| (OR) | | | | |
| 1 | b) | Illustrate how managerial economics guides firms in resource allocation decisions, using a recent case study from the tech industry. | CO1 | [K ₂] |
| 2 | a) | Analyze the elasticity of demand for electric vehicles in India and its impact on pricing strategies, using real-time data. | CO2 | [K ₄] |
| (OR) | | | | |
| 2 | b) | Evaluate the demand forecasting techniques used by a company like Reliance Jio to determine product strategies. | CO2 | [K ₅] |
| 3 | a) | Compare the pricing strategies of oligopolistic firms like telecom companies (e.g., Airtel and Jio) in India. | CO3 | [K ₃] |
| (OR) | | | | |

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