



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: Two Hours

Maximum Marks: 50

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

- 1 a) Define managerial economics and explain its scope in managerial decision-making. CO1 [K₁]
- (OR)
- 1 b) Explain the relationship of managerial economics with other disciplines like finance and marketing, using examples from the Indian market. CO1 [K₂]
- 2 a) Analyze the impact of fluctuating fuel prices on the demand and supply of electric vehicles in India. Support your answer with recent trends. CO2 [K₄]
- (OR)
- 2 b) Assess the demand conditions for online grocery platforms like BigBasket during the post-pandemic period. Explain using relevant demand forecasting techniques. CO2 [K₅]

- 3 a) List the pricing strategies adopted by Jio during its initial market entry into the Indian telecom sector. Discuss the implications on market competition. CO3 [K₄]
- (OR)
- 3 b) Explain how product differentiation strategies helped Apple maintain its market position in the premium smartphone segment. CO3 [K₅]
- 4 a) Evaluate the phases of the business cycle with a focus on the COVID-19 pandemic's impact on GDP growth rates in India. CO4 [K₅]
- (OR)
- 4 b) Analyze the role of fiscal stimulus measures introduced by the Indian government in reviving the economy during the pandemic. CO4 [K₄]
- 5 a) Compare the effectiveness of monetary and fiscal policy in controlling inflation during the Indian economic slowdown of 2023 and its impact currently. CO5 [K₄]
- (OR)
- 5 b) Evaluate the role of fiscal policy measures in reducing unemployment in India over the past decade. CO5 [K₅]
