

Roll No. ....

Total Pages : 2

CMBS/D-18

**13614**

MANAGERIAL ECONOMICS

Paper : MBA-102

Time : Three Hours]

[Maximum Marks : 70

**Note :** Question No. 1 is compulsory and comprising of *five* short answer type questions of 4 marks each. And out of remaining *eight* questions student is required to attempt any *five* questions.

1. Compulsory Question.

(a) What is incremental cost ? Explain with example.

(b) Explain any *three* criteria of a good estimation method.

(c) Discuss implicit and explicit cost by giving a suitable example.

(d) Difference between Perfect and Imperfect Oligopoly.

(e) Define monetary policy and its objectives.

2. What is marginal principle? What is the application of this principle in business decision-making? Illustrate the application of marginal principle in case of a firm maximizing its profit.

3. Explain sales maximization goal of the firm. What are its merit and demerits?

4. Define Elasticity of Demand. Also explain the factors which determine the Elasticity of Demand.
  5. Discuss the Hicksian method of separating income and substitution effect of the price effect.
  6. What do you mean by economics of scale? Differentiate between internal and external economics.
  7. What do you mean by pricing strategy? Discuss the pricing strategies used by a producer for pricing a new product.
  8. What do you mean by National Income? How it can be measured? What are the difficulties in the measurement of National Income?
  9. What is Monetary Policy ? What is the importance of monetary policy in the economic development of developing countries like India ?
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