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Roll No.

AA-352

M.B.A. EXAMINATION, May 2018

(First Semester)

(Re-appear Only)

MBA103

MANAGERIAL ECONOMICS

Time : 3 Hours]

[Maximum Marks : 70

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

(3-05/17)M-AA-352

P.T.O.

Unit I

1. What do you understand by Managerial Economics ? Discuss its nature and scope. **14**
2. Write short notes on the following :
 - (a) Marginal Analysis
 - (b) Opportunity Cost. **14**

Unit II

3. Define Elasticity of Demand. What are different methods of measuring elasticity of demand ? **14**
4. What is demand forecasting ? How do marketers estimate demand for their products ? **14**

Unit III

5. What are different types of cost ? Illustrate the relationship between different types of cost. **14**

6. Discuss the characteristics of monopoly and oligopoly market structure. **14**

Unit IV

7. Define Inflation. What are factors affecting Inflation ? How can it be controlled ? **14**
8. What do you mean by Fiscal Policy ? What are the functions and objectives of fiscal policy ? How fiscal imbalance can be controlled ? **14**