



PAPER ID-311211

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Subject Code: BMB102

Roll No:

MBA  
(SEM I) THEORY EXAMINATION 2025-26  
MANAGERIAL ECONOMICS

TIME: 3 HRS

M.MARKS: 70

Note: Attempt all Sections. In case of any missing data; choose suitably.

## SECTION A

1. Attempt all questions in brief.

02 x 7 = 14

Q no.	Question	CO	Level
a.	"Managerial economics is applied microeconomics". Do you agree with the statement?		
b.	Differentiate between short-run and long-run time periods.		
c.	What is a general demand function?		
d.	Define price elasticity of supply.		
e.	Define production.		
f.	Enumerate four factors that govern market structure.		
g.	Enumerate the four phases of a business cycle in proper sequence.		

## SECTION B

2. Attempt any three of the following:

07 x 3 = 21

Q no.	Question	CO	Level
a.	Differentiate between cardinal and ordinal utility and discuss the importance of utility in demand analysis.	1	K2
b.	Discuss the concept of market equilibrium. What happens to the equilibrium if price or output changes?		
c.	What is a production function? Describe one production function each, suitable for short run and long run production.		
d.	"Pricing and output decisions in oligopoly are indeterminate". Discuss		
e.	What is inflation? Describe the various measures of inflation.		

## SECTION C

3. Attempt any one part of the following:

07 x 1 = 07

Q no.	Question	CO	Level
a.	Discuss the concept of marginalism and explain the principle of equimarginalism.	1	K2
b.	"Managerial economics is multidisciplinary in nature" Elaborate.		

4. Attempt any one part of the following:

07 x 1 = 07

Q no.	Question	CO	Level
a.	Differentiate between Income Elasticity of Demand and Cross Elasticity of Demand. How are they useful for business decisions?	1	K2
b.	What is the significance of demand forecasting in managerial decision making? Suggest with reasons a technique of demand forecasting which you think is most suitable for a heavy engineering company located in India.		

