Roll No. ....................

56002
M.B.A. 2 Year 1st Semester
(N.S.) Batch 2011-12
Examination—December, 2015
Managerial Economics

Paper-MBA-102

Time : 3 hours                      Max. Marks : 80

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

Note: Attempt five questions in all section-A is compulsory. Attempt four questions from section-B, selecting at least one question from each unit. All questions carry equal marks.

Section-A

1. Briefly explain the following:
   (a) Scope of managerial economics

56002-5100-(P-3)(Q-9)(15) (1) [ Turn Over
Section-B

Unit-I

2. Explain consumer's equilibrium with the help of cardinal utility analysis.

3. Describe the concepts of cross elasticity and income elasticity of demand. Explain the importance of these concepts in business decisions.

Unit-II

4. Describe various types of costs in the short run. Explain their relationship and significance in output determination.

5. Show the equilibrium of a firm under perfect competition in the short run and long run.

Unit-III

6. Write short notes on the following:
   (a) Peak load pricing
   (b) Average cost pricing

7. How are prices and output determined in a multiproduct firm?

Unit-IV

8. Describe phases of a business cycle. Mention measures to control recession.

9. Describe various types of inflation. Explain causes of demand pull and cost push inflation.

56002-5100-(P-3)/(Q-9)(18) (2)

56002-5100-(P-3)/(Q-9)(15) (3)
11442

M.B.A. 2 Year 1st Semester (Old)
Examination—December, 2011
Managerial Economics
Paper-2102

Time: 3 hours  Max. Marks: 70

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

Note: Attempt four questions from Section-A, selecting at least one question from each unit. Section-B (Case Study) is compulsory. All questions carry equal marks.

Section-A

Unit-I

1. “Managerial Economics may be defined as the study of the allocation of scarce

11442-1850-(P-6)(Q-9)(11)  (1)  [Turn Over
resources among competing ends. Examine the statement.

2. Discuss the relationship between price elasticity and managerial revenue.

Unit-II

3. Write short notes on:
   (a) Law of return
   (b) Engineering cost curves.

4. Explain the Baumol's sales maximization model.

Unit-III

5. Explain the following:
   (a) Multi-product firms
   (b) Peak load pricing
   (c) Cartel behaviour.

6. What do you understand by transfer pricing? Why is it a main concern for modern large-scale enterprise?

Unit-IV

7. What are the factors that determine the effectiveness of business cycle?

8. Define inflation. Discuss the role of inflation during inflation and deflation.

Section-B

Case Study

9. MITSUI STEEL PLANT

Mitsui & Co., the $6 billion Japanese conglomerate, is keen to set up a five million tonne steel plant in Orissa. "We are now exploring the possibilities and gathering information on the prospects of putting up a steel plant here, before coming out with a concrete proposal", said Takao Miyachi, chairman, Mitsui & Co. India Pvt Ltd. He said, the most significant aspect of the proposed venture is that for the first time in the country, it will use the latest technology developed by an associate company of Mitsui, which uses non-cooking coal for production of steel. His technology will not only help the venture to overcome the crisis faced
by the steel industry due to short supply of coking coal, but also is very cost effective.

Mitsui already owns a chunk of mining lease in Orissa through its Indian subsidiary Sesa Goa Ltd. (in which the Japanese company has 51 per cent stake) at Thakurani sector in Keonjhar district. Orissa has one of the richest iron ore reserves in the country which account for a major share of the cost of production of steel.

Though, Miyachi did not specify the cost of the project saying it is still in an exploratory stage, he hinted that the cost could be less than the present industry standard of Rs.2,000 crore per tonne of steel because of the use of new technologies. Striking a cautious note, Miyachi remarked that Mitsui does not want to join the current rush by various domestic and international steel majors to set up steel projects in Orissa. It will wait and watch and ascertain the atmosphere here before making the move. Besides, steel industry being cyclic in nature, we have to see there is enough demand for the product when the new project comes up, he added.

However, globally one of the key business areas of Mitsui is iron and steel production and raw material trading. The expansion of capacities and volume of business has a priority of place in the company’s goal of attaining 100 billion yen income mark within the next two years.

Among other international players, BHP Billiton is also planning an investment of Rs.7,000 crore in the state for mining and production of steel among other things. South Korean steel giant Posco is also in talks with the Orissa government to setup a 3 million tonne plant in Orissa. Non-ferrous metals major Vedanta Resources – holding company of Sterlite Industries, has also lined up an investment of Rs.12,500 crore to set up a 5 million tonne steel plant in the state, along with development of iron ore mines. Meanwhile, Tata Steel, the country’s largest private sector steel company, has also announced a plan to setup a 6 million tonne steel plant in Orissa. The
company has envisaged an investment of around Rs. 15,000 crore for this project.

Why are so many major international steel manufacturers planning to set up steel plants in Orissa? Analyze the production function for steel and critically comment on the production strategy as envisaged by Mitsui & Co.
56002
MBA 2 Year (1st Semester) (N. S.)
Batch 2011-12
Examination – December, 2013
MANAGERIAL ECONOMICS
Paper : MBA-102

Time : Three Hours] [M.M. : 80

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

Note : Section ‘A’ is compulsory. Attempt 4 questions from Section-B, selecting at least one question from each Unit. All questions carry equal marks.

SECTION-A

1. Briefly explain the following :

(a) Growth maximisation objective of the firm
(b) Need for demand forecasting
(c) Features of monopolistic competition
(d) Optimal input combination

56002-3,000-(P-3)(Q-9)(13) P. T. O.
(e) Need for multi-products in a firm
(f) Public utilities
(g) Difference between Gross domestic product and Gross national product.
(h) Easy and Tight monetary policy.

SECTION-B
UNIT-I

2. Explain consumer’s equilibrium with the help of indifference curve analysis.

3. Explain various types of elasticities of demand. Describe their significance in business decisions.

UNIT-II

4. Explain the Law of variable proportions. Describe various stages of production. Mention the significance of this law.

5. How is price determined under perfect competition? Describe the impact of time on price.

UNIT-III


7. Write short notes on:
   (a) Transfer Pricing
   (b) Dumping analysis

UNIT-IV

8. Describe various phases of a business cycle. Explain monetary measures to control business cycles.

9. Explain various concepts of national income.
56002
MBA 2Yr. 1st Semester (New Scheme) Batch 2011-12
Examination—December, 2014
MANAGERIAL ECONOMICS
Paper : MBA-102

Time : 3 hours          Max. Marks : 30

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

Note : Section ‘A’ is compulsory. Attempt four questions from Section B, selecting at least one question from each unit.

SECTION – A

1. Briefly explain the following :

(a) Scope of Managerial Economics

(b) Price line

56002-3100-(P-3)(O-9)(14) (1)
(c) Average revenue and marginal revenue under different Markets.
(d) Shut down point
(e) Product differentiation
(f) Peak Load Pricing
(g) Features of recession
(h) Need for tariffs

SECTION – B

UNIT – I

2. Explain alternative objectives of business firms.

3. Explain consumer's equilibrium with the help of indifference curve analysis.

UNIT – II

4. Explain output cost relations in the short run. Describe the role of average cost and marginal cost in managerial decisions.

5. Explain price and output determination under monopolistic competition in the short run.

UNIT – III

6. Describe various general pricing strategies.

7. Explain price determination under public utilities.

UNIT – IV

8. Describe the factors affecting the locational choice of a firm.

9. Explain various objectives of fiscal policy. Describe fiscal policy measures to have price stability and full employment.
SECTION - A

1. Briefly explain the following:

(a) Consumer's equilibrium with the help of Law of Diminishing Marginal Utility.

(b) Price effect in case of a giffen good.

(c) Decreasing returns to scale.

(d) Relationship between Fixed cost and Marginal cost.

(e) Features of Monopolistic competition.

(f) When is price discrimination profitable?

(g) Objectives of a business firm.

(b) Peak Local pricing.

SECTION - B

UNIT - I

2. Explain consumer's equilibrium with the help of indifference curve analysis.

3. Explain the need for demand estimation. Describe the techniques of estimation of demand.

UNIT - II

4. Explain the short run cost curves along with their relationship.

5. Explain the various types of economics of scale.

UNIT - III

6. Explain the equilibrium of a firm under Monopoly in the short run and long run.
7. Differentiate between perfect competition and oligopoly.

UNIT – IV

8. Explain the price output and advertising decision in sales maximization objective of a firm.

9. Explain the various pricing strategies adopted by business firm.