

MODEL QUESTION PAPER

102 : Managerial Economics

Time: 3 Hours

Max.Marks.70

Section - A

Marks 5 x 4 = 20

1. Answer any five of the following :

- a) Uses of Managerial Economics
- b) Demand Schedule
- c) Importance of demand forecasting
- d) Opportunity Cost
- e) Isoquants
- f) Price Discrimination
- g) Perfectly Competitive Market
- h) Define Penetrating Pricing Strategy.

Section - B

Answer all Questions

Marks : 5 x 10 = 50

2. a) Define Managerial Economics and explain the scope of managerial economics?
Or
b) Discuss the main objectives of the firm in a modern economy?
3. a) Explain elasticity of demand and its usefulness in managerial decision making?
Or
b) Critically examine the various methods of demand forecasting?
4. a) Explain the law of returns to scale. What factors determine increasing returns to scale?
Or
b) Discuss the different cost concepts relevant to managerial decision of planning and control?
5. a) What is meant by product differentiation? Explain the determination of price and output under monopolistic competition?
Or
b) Define Oligopoly with examples. Explain price determination in oligopoly market by using price leadership model?
6. a) Discuss important pricing issues to be focussed in Telecom sector under competitive conditions?
Or
b) Discuss the economic significance of being an integrated operator in the telecom sector.