

Roll No

MCA - 405(C)
MCA. IV Semester
 Examination, June 2014
Managerial Economics
 (Elective-I)

Time : Three Hours

Maximum Marks : 70

- Note:** i) Answer five questions. In each question part A, B, C is compulsory and D part has internal choice.
 ii) All parts of each question are to be attempted at one place.
 iii) All questions carry equal marks, out of which part A and B (Max. 50 words) carry 2 marks, part C (Max. 100 words) carry 3 marks, part D (Max. 400 words) carry 7 marks.
 iv) Except numericals, Derivation, Design and Drawing etc.

Unit - I

1. a) Define managerial Economics.
- b) What are the branches of managerial economics?
- c) What is economics?
- d) What are the objectives of business firm?

OR

Write a brief note on micro economics applied to operational issues.

Unit - II

2. a) What is opportunity cost?
- b) What is incremental cost?

- c) Write the three major components of incremental cost.
- d) Explain in brief about elasticity of demand.

OR

What are the methods of demand forecasting? Explain in brief any one of them.

Unit - III

3. a) What is profit?
- b) What is measurement policy?
- c) What is meant by break even analysis?
- d) Write in brief about product and cost analysis.

OR

Explain in brief with suitable diagram about short run and long run average cost curve.

Unit - IV

4. a) What is single output isoquants?
- b) What is law of variable proportions?
- c) What do you mean by production function?
- d) Write in brief about law of supply.

OR

Explain in brief about economics and diseconomics of scale.

Unit - V

5. a) What is monopoly?
- b) Define oligopoly.
- c) What do you mean by monopolistic competition?
- d) Write a brief note on price determination under perfect competition.

OR

What is full cost pricing? Explain in brief about pricing strategies.
