2007 PUNJAB TECHNICAL UNIVERSITY M.B.A

M.B.A. (SEMESTER - 1ST) MANAGERIAL ECONOMICS(MBA-105)

Time: 03 Hours Maximum Marks: 75

Instruction to Candidates:

- 1) Section A is compulsory.
- 2) Attempt any Nine questions from Section B.

Section - A $(15 \times 2 = 30)$

- Q1) a) Define Macro economics.
- b) Define demand function?
- c) What is transitory income

d) What is Duopoly?

- e) Explain Wholesale Price Index to Calculate inflation in India.
- f) What is total variable cost?
- g) What is demand forecasting?
- h) What is advertisement elasticity of demand?
- i) Define discriminatory monopoly.
- j) What do you understand by cost function?
- k) What do you understand by sunk cost?
- 1) What is break-even quantity?
- m) What do you understand by marginal cost?
- n) Explain the concept of profit planning.
- o) What is peak load pricing?

Section - B $(9 \times 5 = 45)$

- Q2) What are the various methods of demand forecasting?
- Q3) Explain the major determinants of demand.
- Q4) What the relevance of studying the break even analysis.
- Q5) Explain the relative income hypothesis of consumption?
- Q6) Write a note on balanced budget multiplier.
- Q7) What are the various market structures in existence in real life?
- Q8) What is cost output relationship in short run?
- Q9) Write a short note on various pricing methods followed in practice.
- Q10) What are different methods of national income accounting?
- Q11) Explain the role of managerial economics in decision making.
- Q12) How price and output is determined in case of discriminatory monopoly?
- Q13) Write a short note on cost push theories of inflation.