63/2 (SEM-1) MBA 1˙5

2021

(held in 2022)

MBA

(Theory Paper)

Paper Code : MBA-1˙5 (New)

(Managerial Economics)

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks
for the questions.

Section – A

1. Answer any *five* from the following questions :
   2×5=10

   (a) What is scarcity ?

   (b) What is short-run production analysis ?

   (c) What is equilibrium ?

   (d) What is exceptional demand curve ?

   (e) What is conspicuous necessities ?

   (f) What is break-even output ?

   (g) How is per capita income measured ?

[Turn over

Section – B

2. Answer any *four* from the following questions :

5×4=20

(a) Discuss the fundamental economic problems.

(b) What is Pareio Efficiency ? Explain with the help of a diagram.

(c) Explain the statistical methods used to calculate demand forecasting.

(d) What are the various kinds of supply elasticity ?

(e) Critically evaluate the classical theories of economic growth.

(f) Discuss in details the Keyne's theory of consumption function.

Section – C

3. Answer any *four* from the following questions :

7×4=28

(a) Explain any one method of determining Producer's Equilibrium.

(b) How we measure elasticity ? Explain any two methods with the aid of diagrams.

(c) What is oligopoly competition market ? Explain with the aid of a diagram.

(d) Explain the different types of strategies with the aid of Prisoner's Dilemma Concept.

(e) Explain the concept of revenue curve with the help of a diagram.

(f) Discuss the role of monetary policy in the economic development of a country.

Case Study

4. Compulsory question :

A company is going to launch a new product in the market but they are sure on how they are suppose to spend on their advertising expenditure in order to establish their product through sales. Help the company to find out how much to spend on advertising expenditure by calculating Pearson's co-efficient of correlation between expenditure and advertisement and sales from the data given below :

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Advertising Expenses	39	78	65	62	90	82	75	25	98	36
Sales (in lacs)	47	84	53	58	86	62	68	60	91	51

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Section – A

1. Answer any *five* from the following questions : 2×5=10

   (a) What is pareto efficiency ?

   (b) State the law of demand.

   (c) What is supply ?

   (d) What is indifference curve ?

   (e) What is cost function ?

   (f) What is pricing ?

   (g) What is revenue curve ?

Section – B

2. Answer any *five* from the following questions : 4×5=20

   (a) Mention the distinction between productive efficiency and economic efficiency.

   (b) What is Unit or Unitary Elasticity of Demand (Ed=1) ? Explain with the help of a diagram.

   (c) Elaborate on the concept of production function.

   (d) Discuss the causes of diseconomics of scale.

   (e) Classify profits.

   (f) How does an economy move from recovery phase to expansion phase ?

   (g) Describe the subjective factors of consumption determinants.

Section – C

3. Answer any *five* from the following questions : 8×5=40

   (a) Discuss the economic consequences of inflation.

   (b) How do we measure National Income ?

   (c) Discuss any four theories of profit.

   (d) Mention the nature of market competition.

(Theory Paper)

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   (d) Mention the nature of market competition.

(e) Discuss the various pricing practices.

(f) Discuss the various types of demand.

(g) Calculate Karl Pearson's co-efficient of correlation from the following data :

Values of X	100	110	115	116	120	125	130	135
Values of Y	18	18	17	16	16	15	13	10