



MBA(P)/12.13.1090

**MBA (PT) DEGREE I SEMESTER EXAMINATION DECEMBER 2013**

**SMP 2103 MANAGERIAL ECONOMICS**  
(Prior to 2012 Admission)

Time: 3 Hours

Maximum Marks: 50

(5 × 10 = 50)

- I. Analyse the characteristics of managerial economics.  
**OR**
- II. Explain the basic principles that aid decision making with suitable examples.
- III. Define different forms of elasticities and their applications.  
**OR**
- IV. The following table gives information regarding sales of 'XYZ Ltd' during the last five years. Using the least square regression method estimate the demand for 2012.

Year	Sales (₹. In million)
2007	50
2008	48
2009	45
2010	55
2011	60

- V. What do you mean by an iso-product curve? Explain its properties. With the help of a diagram explain producer's equilibrium.  
**OR**
- VI. A firm produces 4 products. The cost and price of each product are given below:

Product	Variable cost (₹)	Price (₹)
A	20	30
B	50	100
C	60	110
D	70	110

The total fixed cost of the firm is ₹90,00,000/-. When one B is sold 2Cs, 3Ds and 3As will be sold automatically. Calculate the overall break-even point. What will be the production of product at the overall break-even point?

- VII. What do you mean by price discrimination? Explain the conditions under which price discrimination is possible and profitable.  
**OR**
- VIII. Explain the short and long run equilibrium position of a firm under perfect competition.
- IX. Explain the different concepts connected with national income. Also analyse the problems connected with national income estimation.  
**OR**
- X. Explain the role of fiscal and monetary policies in controlling business cycles.