No. of Printed Pages : 3 **MMPC–010**

MASTER OF BUSINESS ADMINISTRATION (MBA)

Term-End Examination

December, 2024

MMPC–010 : MANAGERIAL ECONOMICS

Time : 3 Hours *Maximum Marks : 100*

Note : *Attempt any **five** questions. All questions carry equal marks.*

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1. Explain the scope of Managerial Economics. Describe how is Managerial Economics linked with other disciplines.

2. Differentiate between the following with the help of an example :

   (a) Unconstrained Optimization Technique

   (b) Constrained Optimization Technique

3. Explain the relationship between demand, price elasticity and revenue with the help of diagrammatic representation.

4. Write short notes on the following demand forecasting techniques :

   (a) Expert opinion

   (b) Surveys

5. Describe Production Isoquant. How does the Marginal Rate of Technical Substitution (MRTS) explain the relationship between labour and capital ? Explain using diagram.

6. Explain break-even chart as an analytical tool frequently employed by managerial economists.

7. Differentiate between the following :

   (a) Effect of a change in demand on price and quantity

   (b) Effect of a change in supply on price and quantity

8. Write short notes on the following :

   (a) Game Theory (Prisoner's dilemma)

   (b) Price Leadership

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