

Reg. No:

**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)**

MBA I Year I Semester Regular Examinations Jan 2020

MANAGERIAL ECONOMICS

Time: **3 hours**

Max. Marks: **60**

SECTION – A

(Answer all Five Units **5 x 10 = 50** Marks)

UNIT-I

1 Define Managerial Economics? Discuss the functions of Managerial Economist. **10M**

OR

2 a Explain the relationship between Managerial Economics and Production Management. **5M**

b Explain the relationship between Managerial Economics and Marketing. **5M**

UNIT-II

3 Define Law of Demand? What are its exceptions? Explain. **10M**

OR

4 Explain how do you measure elasticity of demand? Illustrate? **10M**

UNIT-III

5 Define Production Function? How can a producer find it useful? Illustrate? **10 M**

OR

6 What is Break Even Point? Explain Break Even Chart along with an example? **10 M**

UNIT-IV

7 a What is Perfect Competition? Explain its chief characteristics. **5M**

b What is Monopolistic Competition? Explain its characteristics. **5M**

OR

8 Illustrate elaborately the price determination in case of Monopoly. **10M**

UNIT-V

9 What is Business Cycle? Describe various phases of a Trade Cycle. **10M**

OR

10 What is meant by Inflation? Explain the types of Inflation. **10M**

SECTION – B

(Compulsory Question)

1 x 10 = 10 Marks

Charan Enterprises deals in the supply of hardware parts of computer. The following cost data is available for two successive periods:

	<i>Year I Rs.</i>	<i>Year II Rs.</i>
Sales	50000	120000
Fixed Cost	10000	20000
Variable Cost	30000	60000

Determine a) Break-even Point b) Margin of Safety.

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