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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA MF

SEM: I - THEORY EXAMINATION (2025 - 2026)

Subject: Managerial Economics

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

1-a. Main focus of Macroeconomics. (CO1, K1)

1

- (a) Overall national economy
- (b) Firm behavior
- (c) Individual choices
- (d) Price of a single good

1-b. Core objective of Managerial Economics. (CO1, K1)

1

- (a) Profit maximization
- (b) Resource depletion
- (c) Random decision
- (d) Tax reduction

1-c. Indicate the nature of demand when goods satisfy similar wants. (CO2, K1)

1

- (a) Substitute demand
- (b) Complementary demand
- (c) Joint demand
- (d) Independent demand

1-d. State the condition leading to an exception of the Law of Demand. (CO2, K1)

1

- (a) Normal goods
- (b) Giffen goods
- (c) Ordinary goods
- (d) Luxury goods

1-e. Define production function in economics. (CO3, K1)

1

(a)	Law of demand	
(b)	Cost analysis	
(c)	Relation of inputs to output	
(d)	Supply curve	
1-f.	Express the concept of short-run cost. (CO3, K1)	1
(a)	Cost with fixed inputs	
(b)	Cost in long run	
(c)	Total revenue	
(d)	Supply curve	
1-g.	Illustrate price determination under perfect competition. (CO4, K1)	1
(a)	Supply alone	
(b)	Demand alone	
(c)	Supply & demand intersection	
(d)	Monopoly pricing	
1-h.	State a feature of cartels. (CO4, K1)	1
(a)	Price competition	
(b)	Agreement among firms	
(c)	Perfect substitutes	
(d)	Many buyers	
1-i.	Managerial theories focus on. (CO5, K1)	1
(a)	Shareholders	
(b)	Workers	
(c)	Managers	
(d)	Consumers	
1-j.	Game theory is most useful in. (CO5, K1)	1
(a)	Perfect competition	
(b)	Monopoly	
(c)	Oligopoly	
(d)	Public finance	
2.	Attempt all parts:-	
2.a.	State two differences between Micro and Macro Economics. (CO1, K2)	2
2.b.	State any two determinants of demand. (CO2, K2)	2
2.c.	State law of diminishing returns. (CO3, K2)	2
2.d.	Describe characteristic of monopoly. (CO4, K2)	2
2.e.	Define the concept of profit maximization. (CO5, K2)	2

SECTION-B

30

3. Attempt all parts:-

3.a. Answer any one of the following:-

3.a.(i)	Illustrate the role of Managerial Economics in business decision-making. (CO1, K4)	6
3.a.(ii)	Discuss various fundamental principles of Managerial Economics. (CO1, K2)	6

3.b. Answer any one of the following:-	
3.b.(i) Mention two causes of rightward shift in supply curve. (CO2, K2)	6
3.b.(ii) Discuss qualitative methods of demand forecasting with examples. (CO2, K2)	6
3.c. Answer any one of the following:-	
3.c.(i) Describe relationship between total product, marginal product, and average product with the help of a graph. (CO3, K2)	6
3.c.(ii) Explain fixed and variable costs with the help of a graph. (CO3, K2)	6
3.d. Answer any one of the following:-	
3.d.(i) Define monopoly. Discuss features of monopoly with suitable examples. (CO4, K2)	6
3.d.(ii) Apply kinked demand curve to determine price stability in oligopoly. (CO4, K3)	6
3.e. Answer any one of the following:-	
3.e.(i) Evaluate managerial strategies to reduce asymmetric information risks. (CO5, K5)	6
3.e.(ii) Define profit. Discuss various factors that affect profit of a firm. (CO5, K2)	6
SECTION-C	50
4. Answer any <u>one</u> of the following:-	
4-a. Discuss the role of the Discounting Principle and Time Perspective with suitable examples. (CO1, K2)	10
4-b. Define managerial economics. Explain nature of managerial economics with suitable examples. (CO1, K2)	10
5. Answer any <u>one</u> of the following:-	
5-a. Distinguish between demand and supply. Examine the concept of equilibrium between demand and supply with the help of a graph. (CO2, K3)	10
5-b. Evaluate the importance of elasticity of demand for managerial decision-making. (CO2, K2)	10
6. Answer any <u>one</u> of the following:-	
6-a. Evaluate law of variable proportion with numerical example. (CO3, CO5)	10
6-b. Define cost. Explain total cost, average cost, and marginal cost with formula. (CO3, K2)	10
7. Answer any <u>one</u> of the following:-	
7-a. Compare monopolistic competition and monopoly market with suitable examples. (CO4, K2)	10
7-b. Define oligopoly. Explain features of oligopoly market with suitable examples. (CO4, K2)	10
8. Answer any <u>one</u> of the following:-	
8-a. Evaluate managerial theories of firm with examples. (CO5, K2)	10
8-b. Explain Game theory. Discuss various types of games. (CO5, K2)	10