Printed Page:- Subject Code:- AMBA0102 Roll. No: NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREA (An Autonomous Institute Affiliated to AKTU, Lucknow) MBA SEM: I - CARRY OVER THEORY EXAMINATION - AUGUST Subject: Managerial Economics	Γ 2022
Time: 3 Hours	Max. Marks: 100
General Instructions:	
1. The question paper comprises three sections, A, B, and C. You are expected to ans	wer them as directed.
2. Section A - Question No- 1 is 1 marker & Question No- 2 carries 2 marks each.	
3. Section B - Question No-3 is based on external choice carrying 6 marks each.	
4. Section C - Questions No. 4-8 are within unit choice questions carrying 10 marks 6	each.
5. No sheet should be left blank. Any written material after a blank sheet will not be e	evaluated/checked.
SECTION A	20
1. Attempt all parts:-	
1-a. Generally demand curve have (CO1)	1
(a) Negative slope	
(b) Positive slope	
(c) Horizontal line	
(d) None of these	
1-b. " in economics means demand backed up by enough m	oney to pay for the 1
goods demanded". (CO1)	
(a) Utility	
(b) Consumption	
(b) Consumption(c) Demand	
(c) Demand	1
(c) Demand (d) None of these	1
(c) Demand (d) None of these 1-c. Car and petrol are. (CO2)	1

	(d) None of these	
1-d.	The distinction between variable cost and fixed cost is relevant only in (CO2)	1
	(a) long period	
	(b) short period	
	(c) medium term	
	(d) None of these	
1-e.	Information for pricing decisions involves: (CO3)	1
	(a) Market information	
	(b) Information at the micro level	
	(c) Demand information	
	(d) All of these	
1-f.	shows the change in quantity demanded as a result of a change in	1
	consumers' income. (CO3)	
	(a) Price elasticity	
	(b) Cross elasticity	
	(c) Income elasticity	
	(d) None of these	
1-g.	In the long run all input become (CO4)	1
	(a) Fixed	
	(b) Variable	
	(c) Semi variable	
	(d) None of these	
1-h.	product will never be zero or negative.(CO4)	1
	(a) Marginal	
	(b) Total	
	(c) Average	
	(d) None of these	
1-i.	Demand for a commodity is elastic when it has: (CO5)	1
	(a) Only one use	
	(b) Uses which can not be postponed	
	(c) Many uses	

	(d) None of these		
1-j.	A situation where the firm is not in a position to recover its variable costs at the prevail	iling	1
	prices is known as:(CO5)		
	(a) Equilibrium point		
	(b) Optimum point		
	(c) Saturation point		
	(d) None of these		
2. Attempt	all parts:-		
2.a.	Distinguish between profit and revenue. (CO1)		2
2.b.	Define market demand.(CO2)		2
2.c.	Explain social cost. (CO3)		2
2.d.	Define price leadership. (CO4)		2
2.e.	Define game theory. (CO5)		2
	SECTION B	30	
3. Answer	any <u>five</u> of the following:-		
3-a.	Discuss the role of managerial economics in decision making.(CO1)		6
3-b.	Distinguish between micro economics and macro economics.(CO1)		6
3-c.	Explain various types of demand with suitable examples. (CO2)		6
3-d.	Describe the determinants of demand with suitable examples.(CO2)		6
3.e.	Discuss factors of production with relevant examples.(CO3)		6
3.f.	Discuss features of perfect competition.(CO4)		6
3.g.	Define strategy. Explain various types of strategies with reference to game theory.(CO5)		6
	SECTION C	50	
4. Answer	any one of the following:-		
4-a.	Describe the significance of managerial economics with suitable examples.(CO1)		10
4-b.	Describe the nature and scope of managerial economics. (CO1)		10
5. Answer	any one of the following:-		
5-a.	Describe demand schedule and demand curve with suitable examples.(CO2)		10
5-b.	Distinguish between law of demand and law of supply. Discuss exceptions to the law demand.(CO2)	w of	10
6. Answer	any one of the following:-		

6-a.	List and explain various factors affecting the cost of production in India. (CO3)	10
6-b.	Define manufacturing. Identify the reasons behind shifting manufacturing plants from developed countries to countries like India and China.(CO3)	10
7. Answer	any one of the following:-	
7-a.	Identify various forms of market structure. Briefly discuss the various features of monopolistic competition.(CO4)	10
7-b.	Compare and contrast between perfect competition and monopoly.(CO4)	10
8. Answer	any one of the following:-	
8-a.	Distinguish between cooperative strategy and competitive strategy.(CO5)	10
8-b.	Distinguish between symmetric and asymmetric information. Critically analyze the asymmetric information with the help of a graph.(CO5)	10