

Reg. No. _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIRST TRIMESTER MBA DEGREE EXAMINATION OCT 2017

MBA 13 MANAGERIAL ECONOMICS

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. Discuss the term "National Income".
2. Explain the term "Fiscal policy".
3. What do you mean by an Indifference curve?
4. What do you mean by the term "kinky demand"?
5. What is Inflation? List down the different types of inflation.

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. Explain the term Business cycle. Briefly illustrate the different phases of business cycle.
7. Discuss on elasticity of demand. Explain the various types of elasticity of demand.
8. Analyze the firm's revenue under perfect competition having supernormal profit, normal profit and losses.
9. Mr. Varun wants to forecast the sales of his product in the market. What would be the various forecasting techniques that you can suggest Varun?
10. Briefly explain Keynesian theory of employment.

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. Following is the cost data of a steel manufacturing company:-
Selling price per unit : Rs.40, Marginal cost per unit : Rs.24, Fixed cost per annum: Rs. 16000/-

- Calculate: (a) P/V ratio
(b) break even sales
(c) sales to earn a profit of Rs. 2,000
(d) Profit at sales of Rs. 60,000
(e) New break even sales, if price is reduced by 10%.

(20 marks)
