

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

MBA T1 (Supplementary) Examination, December 2020

Course Code: 13**Course Name: MANAGERIAL ECONOMICS**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks*

Marks

- | | | |
|---|---|-----|
| 1 | What is wealth definition of Economics? | (2) |
| 2 | Define Law of demand. | (2) |
| 3 | Define production function. | (2) |
| 4 | Define perfect competition. | (2) |
| 5 | What is Bank Rate Policy? | (2) |

PART B*Answer any three questions. Each question carries 10 marks.*

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| 6 | What is a business cycle? Explain briefly the features and phases of business cycles. | (10) |
| 7 | State the different types of elasticity of demand. What are the managerial uses of elasticity of demand? | (10) |
| 8 | What is monopoly? Explain briefly the features, cause and price determination under Monopoly. | (10) |
| 9 | Explain briefly the differences between economies and dis-economies' of production. | (10) |
| 10 | What is budget? What are the characteristics of a budget? | (10) |

PART C*Compulsory Question. The question carries 20 marks.*

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|----|---|------|
| 11 | A manufacturer produces 1500 units of product annually. The marginal cost of each product is Rs.960 and the product is sold for Rs 1200. Fixed cost incurred by the company is Rs. 48,000 annually. | (20) |
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Calculate:

- a) P/V ratio
- b) Break- even point in terms of output
- c) Break- even point in terms of sales value
- d) Draw a Break even chart to plot BEP
