

Reg. No. :

D 195

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2008.

First Year

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. "Managerial Economics is economics applied in decision making" – Discuss.
2. What are the determinants of demand for consumer products? Explain in detail.
3. Elucidate production function and Isoquants.
4. Discuss the different cost concepts relevant to managerial decision for planning and control.
5. Illustrate how price is determined under monopoly.

6. What is oligopoly? Explain how price and output decisions are taken under the conditions of oligopoly.

7. How far is profit maximisation the basic objective of every firm? Discuss the various reasons for limiting profits.

8. Explain the salient features of trade cycle. How does a business man safeguard his interest against the evil effects of a business cycle?