MB-102

Sl.No. : **Total No. of Pages : 2**

First Semester M.B.A. Degree Examination, May -2025
(SLM Scheme) (Non - CBCS)
MANAGEMENT
Course II: Managerial Economics

Time : 3 Hours **Max. Marks : 80**

Instruction : All sections are compulsory.

Section - A

Answer any five-sub-questions. Each sub-question carries three marks. **[5 × 3 = 15]**

1) a) What is micro-economics?

b) Define the term Elasticity.

c) What are substitutes? Give example.

d) Write a note on GDP?

e) What is per capita income?

f) State the law of demand

g) What are the objectives of pricing policy?

Section - B

Answer any four questions. Each question carries five marks. **[4 × 5 = 20]**

2) Explain the equilibrium of a firm with suitable diagram.

3) Describe the characteristic features of monopolistic competition.

4) Explain break even analysis with suitable diagram.

5) Explain the diseconomies of scale.

6) Discuss and illustrate with diagrams the equilibrium of the firm and industry under monopolistic competition.

7) What is a business cycle? Explain its phases and effects on business.

Section - C

Answer any three questions. Each question carries ten marks. [3 × 10 = 30]

8) Define price elasticity of demand and distinguish its various types.

9) How do demand forecosting methods for new products vary from those for established products?

10) Discuss the various economies of scale. How do they influence the size of the firm?

11) Discuss the main features of monopolistic market situation

12) Explain the pricing policies at various stages of product life-cycle.

Section - D

[1 × 15 = 15]

13) Case (compulosry)

The new productivity strategies require that managers loosen control over employees (holding them accountable only for outcomes), that they support rather than dominate employee efforts, and that they proactively provide feedback, which may upset people. Productivity improvement also requires increased measurement and communication of results. Managers may be optical that productivity improvement will help them rather than hurt them. To the extent that managers use control-dominate-conflict avoidance to promote their careers, it is unreasonable to expect them to readily abandon these norms and related behaviours.

Mindlessness is a basic and frequent cause of resistance to productivity improvement. When managers and employees are not fully aware of the conditions that are necessary for success productivity improvement often flounders. For example, managers ask their employees to conduct a survey of program clients but fail to provide adequate time, resources, and training for the survey to be conducted properly. The lack of appropriate conditions gives rise to dissatisfaction and resistance. Obstacles occur that are not overcome. Mindlessness also causes complaints about insensitivity and authoritarian conduct. For example, managers often profess commitment to participatory decision making processes but they are mindless when they fail to consider that subsequent autocratic decision making will generate resistance.

Mindlessness is often caused by competing priorities inexperience and laziness

Questions :

a) Do you subscribe to the above-stated view?

b) Does one Often encounters such situations in organisations dictated by profit or non-profit objectives?

c) Is the above logic compatible with the theory of firm?