

Code : 9E00102

MBA I Semester Supplementary Examinations, August 2010  
MANAGERIAL ECONOMICS  
(For students admitted in 2009-2010 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions  
All questions carry equal marks

\*\*\*\*\*

1. Discuss the scope and importance of managerial economics in the light of global economic slow down.
2. List the objectives of the firm, and select one of them giving reasons, for a large software company.
3. How are the concepts “marginal cost, incremental cost, and opportunity cost” used in the decision making by a business firm?
4. Give the demand function for sugar in equation form and explain the influence of each factor in demand manipulation.
5. Discuss the procedure to find out the least-cost combination of inputs for a given out put, with (a) two inputs and (b) 4 inputs.
6. Examine the long run cost curves, and the steps to achieve cost leadership.
7. Explain various pricing practices, and strategies with examples.
8. Show the relevance of CVP analysis.

\*\*\*\*\*

KOTTAM  
INSTITUTIONS