2007 PUNJAB TECHNICAL UNIVERSITY M.B.A

MANAGERIAL ECONOMICS (MB - 105) I-SEMESTER

> Time: 3 Hour Marks:75

1) Section - A is compulsory. (2 marks) 2) Attempt any Nine questions from Section - B. (5 marks)

Section -A

1.

- a) Define Macro economics. b) Define demand function?
- c)What is transitory income?'

erver. or d) What is Duopoly? e) Explain Wholesale Price Index to Calculate inflation in India. f) What is total variable cost?

g)That is demand forecasting? h)What is advertisement elasticity of demand? i)Define discriminatory monopoly

j)What do you understand by cost function? k)What do you understand by sunk cost? 1)What is break-even quantity?

m)What go you understand by marginal cost? n) Explain the concept of profit planning. 0) What is peak load pricing?

Section -B

2)What are the various methods of demand forecasting?

3)ExPlain the major determinants of demand.

- 4)What the relevance of studying the break even analysis
- 5)ExPlain the relative income hypothesis of consumption?
- Q6) Write a note on balanced budget multiplier.

7)What are the various market structures in existence in real life

8) What is cost output relationship in short run?

Q9) Write a short note on various pricing methods followed in practice.

- 10)What are different methods of national income accounting?
- 11) Explain the role of managerial economics in decision making.
- Q12) How price and output is determined in case of discriminatory monopoly?
- 13)Write a short note on cost push theories of inflation.