

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)
MBA I Year I Semester Regular & Supplementary Examinations January/ February-2025
MANAGERIAL ECONOMICS

Time: 3 Hours**Max. Marks: 60****SECTION – A**

(Answer all Five Units 5 x 10 = 50 Marks)

UNIT-I

- | | | | | |
|---|--|-----|----|----|
| 1 | a Define Managerial Economics. Explain its nature in brief. | CO1 | L1 | 5M |
| | b Eluciate role of Managerial Economist in present scenario. | CO1 | L4 | 5M |

OR

- | | | | | |
|---|---|-----|----|-----|
| 2 | What is Game theory? How it is useful in context of managerial decision making process? | CO1 | L1 | 10M |
|---|---|-----|----|-----|

UNIT-II

- | | | | | |
|---|--|-----|----|----|
| 3 | a What is elasticity of demand? Explain different methods of measuring price elasticity of demand. | CO2 | L1 | 5M |
| | b Explain e determinants of demand in detail. | CO2 | L2 | 5M |

OR

- | | | | | |
|---|--|-----|----|----|
| 4 | a What is a supply? Explain law of supply and supply function. | CO2 | L1 | 5M |
| | b Discuss the shape of the perfectly inelastic demand curve. | CO2 | L2 | 5M |

UNIT-III

- | | | | | |
|---|---|-----|----|----|
| 5 | a What is Cobb-Douglas Production Function? | CO3 | L1 | 5M |
| | b Distinguish between fixed and variable factors of production. | CO3 | L3 | 5M |

OR

- | | | | | |
|---|---|-----|----|----|
| 6 | a Compare the cost – output relationship in the short and long-run. | CO3 | L2 | 5M |
| | b State the Assumption of Break even analysis. | CO3 | L3 | 5M |

UNIT-IV

- | | | | | |
|---|--|-----|----|-----|
| 7 | Define market. Market structure influences the behavior and performance of firms that sell in the market- justify your answer. | CO4 | L2 | 10M |
|---|--|-----|----|-----|

OR

- | | | | | |
|---|--|-----|----|----|
| 8 | a Elaborate the concept “Pricing of multiple products” system. | CO4 | L3 | 5M |
| | b Write a short note on Skimming Price. | CO4 | L1 | 5M |

UNIT-V

- | | | | | |
|---|---|-----|----|-----|
| 9 | Justify the significance of national income analysis in managerial economics. | CO5 | L4 | 10M |
|---|---|-----|----|-----|

OR

- | | | | | |
|----|--|-----|----|----|
| 10 | a “Phases of business cycle-steps to avoid business cycles’. Substantiate this statement.” | CO5 | L3 | 5M |
| | b What are the effects of Anti- inflation? How does it affect product market. | CO5 | L1 | 5M |

SECTION – B
(Compulsory Question)

11

1 x 10 = 10 Marks

Firms in India are losing productivity because of Facebook. Office staff are spending too long on the social networking site. According to The Associated Chambers of Commerce and Industry (Assocham) employees use Orkut, Facebook, Myspace, and LinkedIn for "romancing" and other purposes. On average, employees spend an hour a day on sites like Facebook. This reduces productivity by 12.5%. Nearly half of office employees accessed Facebook during work time. Some 83% saw nothing wrong in surfing at work during office hours. In September 2009 Portsmouth City Council in England banned staff from accessing Facebook on its computers when it was discovered that they spent, on average, 400 hours on the site every month

Question

- i) What is meant by productivity?
- ii) Analyze the impact on a fall in productivity on costs.
- iii) Analyze the possible consequences for businesses in India of banning access to Facebook and other social networking sites.
- iv) Do you think access should be denied?

***** END *****