

AR13

SET02

Subject Code:13MBA1002

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)**

1 MBA I Semester Regular Examinations February-2015

Managerial Economics

Time: 3 hours

Max Marks: 60

**Answer any five questions.
All questions carry equal marks.
Question No.8 is compulsory.**

1. Explain and illustrate the concepts of Discounting Principle as a tool of Managerial Economics.
2. What is meant by Demand Forecasting? Explain two of the Qualitative Methods of Demand Forecasting.
3. Explain why the long run cost curves are called as Envelope Curves?
4. Explain the Law of Variable Proportions.
5. Compare the price output determination under Monopoly and Perfect Competition.
6. What is meant by profit maximization? Do you believe that firms really try to maximize profits?
7. Explain the Kinked Demand Curve model of Oligopoly.
8. Case Study:
Analyse the Demand Forecasting for Nokia Mobile Phones for the year 2015-2016.
