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Register Number:

6700

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, 2011

(CUSTOMER RELATINSHIP MANAGEMENT)

(FIRST YEAR)

(PAPER-II)

120. MANAGERIAL ECONOMICS

Dec.)

Maximum: 75 Marks

(Time: 3 Hours

SECTION-A

(5×3=15)

All questions carry equal marks

1. Briefly explain any five :
  - a) Types of demand
  - b) Break even analysis
  - c) Perfect competition
  - d) MRTP ACT
  - e) Economic development
  - f) Tools used in a monetary policy.
  - g) Foreign direct investment.
  - h) W.T.O

SECTION-B

(3×10=30)

Answer any THREE questions  
All questions carry equal marks

2. Examine the cost-output relationship.
3. Discuss the factors influencing elasticity of demand.
4. Analyse the wealth maximization concept.
5. Explain the fiscal policy in India.
6. Describe the types of trade policy in India.

SECTION-C

(1×15=15)

Answer any ONE question

7. Discuss the nature and scope of managerial economics.
8. Explain the characteristics and determinants of demand.
9. Analyse the salient features of India's industrial policy.

(1×15=15)

Compulsory

10. Discuss the different methods of calculation of national income in India.

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