

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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Course Code

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First Semester MBA Degree Examinations, October/November 2022

MANAGERIAL ECONOMICS

Duration: 3 hrs

Max. Marks: 100

*Note: 1. Answer any FOUR full questions from Question No. 1 to 7.**2. Question No. 8 is compulsory**3. Missing data, if any, may be suitably assumed*

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PO)</u>
1.	a. Summarize managerial economics.	03	(2 : 1 : 1)
	b. Discuss the nature and scope of managerial economics and examine its relationship with economics and management.	07	(2 : 1 : 1)
	c. Explain Baumol's model of managerial theory of Firm.	10	(2 : 1 : 1)
2.	a. Define demand and mention the nature of demand.	03	(2 : 2 : 2)
	b. Define elasticity of demand and discuss its type with the help of examples.	07	(2 : 2 : 2)
	c. Explain the measurement of elasticity of demand.	10	(2 : 2 : 2)
3.	a. What do you mean by production and production function?	03	(2 : 3 : 3)
	b. Discuss BEP with assumption.	07	(2 : 3 : 3)
	c. Explain the law of variable proportions with neat diagram.	10	(2 : 3 : 3)
4.	a. What are the features of perfect competition?	03	(2 : 4 : 4)
	b. Discuss price determination under Monopolistic competition.	07	(3 : 4 : 4)
	c. What do you mean by Oligopoly market? Explain Kinked Demand Curve.	10	(3 : 4 : 4)
5.	a. Illustrate GDP.	03	(2 : 5 : 5)
	b. Explain the nature and scope Indian business environment.	07	(2 : 5 : 5)
	c. Explain the Fiscal and Monetary policy.	10	(2 : 5 : 5)
6.	a. What is perfect competition?	03	(2 : 4 : 4)
	b. Explain the pricing under Monopoly competition.	07	(2 : 4 : 4)
	c. Explain the pricing strategies.	10	(2 : 4 : 4)
7.	a. List the problems of SME's.	03	(2 : 5 : 5)
	b. Explain the methods of GDP determination.	07	(2 : 5 : 5)
	c. Explain the New Economic Policy 1991.	10	(2 : 5 : 5)

Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PI - Programme Outcome)

8.

Case study

There have been continuous efforts to improve health in poor countries by funding for drugs and vaccines, creation of funds to buy medicines, and concessionary pricing of medicines by some pharmaceutical firms; however, the global supply chain that connects production to people does not work well. The problem is poor forecasting of effective demand for products. But donors that provide much of the money to purchase the drugs, and a whole range of technical agencies and intermediaries, have yet to devise and coordinate among themselves, and with developing country governments, credible forecasts.

Achieving better demand forecasts for and better access to critical medical technologies in the developing world requires collaboration and investment from all of the key stakeholders in the value chain for these products, and would benefit each of them in turn. The shortcomings in demand forecasting increase risks for suppliers and also limit donors' and national health programmers' ability to spend their aids effectively.

- a. Why poor forecasting responsible for ineffectiveness of global supply chain of medicines and health services? **10** (3 :2 : 2)
- b. Which shortcomings of demand forecasting are being highlighted in this case? **10** (3 :2 : 2)

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