

00712

**MASTER OF BUSINESS
ADMINISTRATION (RETAIL)
(MBARS)**

Term-End Examination

December, 2010

MRS-005 : MANAGERIAL ECONOMICS

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. Briefly discuss the nature and scope of Managerial Economics. Explain with the help of suitable examples. 20
2. (a) Define Average Cost and Marginal Cost giving examples. 10
(b) Discuss the relationship between Average Cost and Marginal Cost. 10
3. What are the determinants of demand ? Explain them in brief. 20
4. Distinguish between Perfect Competition and a Monopoly. Support your answer with suitable examples. 20

5. How does the Government manage the economy of a nation ? Explain giving examples from your experience. 20
6. Explain the concept of a 'Business Cycle'. What are the features of a 'Business Cycle' ? 20
7. Write short notes on : 2x10=20
- (a) National Income at market prices.
 - (b) National Income at factor cost.
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