

Dr. Babasaheb Ambedkar Open University, Ahmedabad

Term-End Examination : January-2026

Course Name : MBA

Date : 17-02-2026

Subject Name : Managerial Economics

Time : 11:30AM TO 01:45PM

Subject Code : MBA01C102

Max Marks : 70

Q.-1. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) Define inflation and discuss the types of inflation.
- (2) Explain the role and responsibility of managerial economist in business.

Q.-2. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Discuss about law of Equimarginal utility.
- (2) Explain Price, Income and Cross Elasticity of demand in detail.

Q.-3. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Write a detailed note on Pricing in the Short Run- Equilibrium of the Firm
- (2) Write Effects of Deflation and Explain Remedial Measures to Control of Deflation

Q.-4. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) What is cost reduction and cost control? What are the techniques of cost control ?
- (2) Write in detail about Price leadership duopoly.

Q.-5. Write short notes on any three of the following topics. (9)

- (1) What do you mean by kinked demand curve?
- (2) What is the nature of managerial economics?
- (3) What is opportunity cost and real cost?
- (4) Linkage of Managerial Economics with Mathematics and Statistics.
- (5) Nature of consumer behavior

Q.-6. Choose the correct answer from the options given below (5)

(1) Which of the following is a characteristic of a perfectly competitive market?

- A) Firms are price setters.
- B) There are few sellers in the market.
- C) Firms can exit and enter the market freely.
- D) All of these

(2) Factors of production are classified into _____ categories.

- A) 1
- B) 3
- C) 2
- D) 4

(3) Under perfect competition, the demand curve is _____

- A) Upward sloping
- B) horizontal
- C) downward sloping
- D) vertical

(4) is the total income or receipts of the seller which is obtained by the selling of the goods and providing services to the consumers.

- A) Total revenue
- B) Marginal revenue
- C) Average revenue
- D) None of these

(5) Supply _____ concept .

- A) is a stock
- B) Vagal
- C) Flow
- D) Clear
