

**COURSE CODE - 2040302**

**PG DEGREE EXAMINATION – JAN 2009**

**MBA (ALL BRANCHES)**

**MARKETING MANAGEMENT & MANAGERIAL ECONOMICS**

**(For Candidate Admitted from Calendar 2007 Onwards)**

**Time: 3 Hours**

**Max. Marks: 75**

**Section-A**

**Answer all the Questions:**

**15 X 1 = 15**

1. What is normative Economics.
2. What is Managerial Theory.
3. Define Basic concept Managerial Economics.
4. What is demand Theory.
5. What is Elasticity.
6. Define Elasticity of demand.
7. What is price Elasticity.
8. What is cost of Basic concept.
9. What is surplus value.
10. What is long run cost.
11. Define market structure.
12. What is general equilibrium.
13. What is perfect competition.
14. What is monopoly.
15. Define Real wage.

**Section-B**

**Answer any Five Questions:**

**5X 6 = 30**

16. a. What are characteristics of under developed countries.

**(Or)**

- b. What are the types of rolling plan.

17. a. What are the factors of Internal factors and External factors.

**(Or)**

- b. The role of trade policy.

18. a. What are the factor of Balance of payments.

**(Or)**

- b. What are the structure of economics.

19. a. What are the Role of short run function.

**(Or)**

- b. What are measures merits National Income.

20. a. What are the factors of model function.

**(Or)**

- b. Define short run equilibrium.

**Section – C**

**Answer any Two Questions:**

**2 X 15 = 30**

21. Explain draw the demand Evaluation demand line.
22. What is scope of Micro Economics.
23. What is concept of under the monopolistic price determination.
24. Define national income what are the measuring national income.
25. What are the copy run productivity function define.