

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MAM - SEMESTER-III • EXAMINATION – WINTER • 2014

Subject Code: 4130501

Date: 04-12-2014

Subject Name: Managerial Economics

Time: 10:30 am - 01:30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) Define Managerial Economics .Discuss the nature and scope of Managerial Economics. **07**

(b) What are the main branches of Economics? Discuss the important differences between each of these branches. **07**

Q.2 (a) Explain any two factors that affect the price elasticity of demand. give suitable examples **07**

(b) Explain consumer's equilibrium with the help of Indifference Curve Analysis. **07**

OR

(b) Explain the law of diminishing marginal utility with the help of a total utility schedule. **07**

Q.3 (a) How is an indifference curve technique an improvement over Marshallian utility analysis? **07**

(b) State and explain the equilibrium conditions of a firm under perfect competition. **07**

OR

Q.3 (a) Explain any two features of monopoly market. **07**

(b) What is law of demand? What are its exceptions? Why does a Demand Curve slope downward? **07**

Q.4 (a) Explain price elasticity of demand. What are the factors influencing elasticity of demand. **07**

(b) What is Production Function? Mention the various factors of production. **07**

OR

Q.4 (a) What is Monopolistic Competition? Elaborate on the basic features of monopolistic competition. **07**

(b) What is the Quantity theory of Money? **07**

Q.5 (a) Review the effects of the new economic reforms that has been introduced in India since 1991 due to the New industrial policy. **07**

(b) There is great Importance of Agriculture for Rural Economic Growth and Poverty Reduction. Do you agree And why? **07**

OR

Q.5 (a) Discuss the Causes of Low productivity in Agriculture sector and how can Globalization help the Indian Agriculture Industry. **07**

(b) Explain the Term Absolute and relative poverty and discuss the main programs undertaken for poverty alleviation. **07**
