

[KZ 1011]

Sub. Code: 2005

MBA HOSPITAL AND HEALTH MANAGEMENT DEGREE EXAMINATIONS

Candidates admitted from 2010-2011

PAPER V – MANAGERIAL ECONOMICS

Q.P. Code : 432005

**Time : 3 hours
(180 Min)**

Maximum : 100 marks

Answer ALL questions in the same order.

I. Elaborate on :

**Pages Time Marks
(Max.) (Max.) (Max.)**

1. What are the distinguishing features of perfect and imperfect competition? Describe with suitable examples the different types of imperfect competition and its features. 17 40 20
2. The table provides data on the sales revenue and cost of production of an industrial unit. 17 40 20
(Given: Selling Price = Rs. 5 per unit)

| Output in Units | Total Revenue (Rs.) | Total Fixed Cost (Rs.) | Total Variable Cost (Rs.) | Total Cost (Rs.) |
|-----------------|---------------------|------------------------|---------------------------|------------------|
| 0 | 0 | 400 | 0 | 400 |
| 100 | 500 | 400 | 400 | 800 |
| 200 | 1000 | 400 | 800 | 1200 |
| 300 | 1500 | 400 | 1200 | 1600 |
| 400 | 2000 | 400 | 1600 | 2000 |
| 500 | 2500 | 400 | 2000 | 2400 |
| 600 | 3000 | 400 | 2400 | 2800 |
| 700 | 3500 | 400 | 2800 | 3200 |

- A. Explain the term Break-even Chart.
- B. Find the level of output where break-even is achieved based on the above data.
- C. Calculate the percentage of Safety Margin at the output of 600 Units.

II. Write notes on :

1. Discuss the role of a Managerial Economist. 4 10 6
2. What is demand? What are the factors that affect the market demand for a product? 4 10 6
3. What is price elasticity of demand and how is it measured? 4 10 6
4. Why do firms engage in market segmentation? 4 10 6
5. Explain the term 'product differentiation' with examples. 4 10 6
6. What is monopoly and what are its characteristics? 4 10 6
7. Briefly describe the different phases of a business cycle. 4 10 6
8. What is depreciation and how it affects the profit of firm? 4 10 6
9. What are the main instruments of fiscal policy? 4 10 6
10. What are the primary functions of the Reserve Bank of India? 4 10 6

[LA 0412]

Sub. Code: 2005

MBA HOSPITAL AND HEALTH MANAGEMENT DEGREE

EXAMINATIONS-April 2012

Candidates admitted from 2010-2011

PAPER V – MANAGERIAL ECONOMICS

Q.P. Code : 432005

Time : Three hours

Maximum :100marks

Answer All questions.

I. Elaborate on :

| | Pages (Max.) | Time (Max.) | Marks (Max.) |
|--|-------------------------|------------------------|-------------------------|
| 1. Explain and illustrate the law of variable proportions. | 17 | 40 | 20 |
| 2. Discuss about globalization on its merits and demerits? | 17 | 40 | 20 |

II. Write notes on :

| | | | |
|--|---|----|---|
| 1. What are the features of good demand forecasting? | 4 | 10 | 6 |
| 2. What are the different methods of computing National income? | 4 | 10 | 6 |
| 3. Explain the Sweezy model demand curve? | 4 | 10 | 6 |
| 4. Comment upon the following: (i) Monopolist operates on an inelastic demand curve. (ii) Monopolist charges the maximum possible price. | 4 | 10 | 6 |
| 5. What are the objectives of fiscal policy? | 4 | 10 | 6 |
| 6. Explain the term Globalization? | 4 | 10 | 6 |
| 7. Indicate the scope of managerial economics? | 4 | 10 | 6 |
| 8. Explain the illustrate the concept $MR=MC$ arriving maximum profit. | 4 | 10 | 6 |
| 9. When will price discrimination is possible and profitable? | 4 | 10 | 6 |
| 10. Write a note on Marginal productivity theory of profit? | 4 | 10 | 6 |
