No. of Printed Pages : 4 **MMPC–010**

MASTER OF BUSINESS ADMINISTRATION/

M. B. A. (HEALTHCARE AND HOSPITAL MANAGEMENT) /

M. B. A (LOGISTICS AND SUPPLY CHAIN MANAGEMENT)/

M. B. A. (CONSTRUCTION MANAGEMENT)

(MBA/MBAHCHM/MBALSCM/MBACM)

Term-End Examination

December, 2025

MMPC-010 : MANAGERIAL ECONOMICS

Time : 3 Hours *Maximum Marks : 100*

Note : *Attempt any* ***five*** *questions. All questions carry equal marks.*

1. Describe the following :

   (a) The incremental concept

   (b) Opportunity cost

   (c) The Discounting Principle

   (d) The Equi-marginal Principle

2. (a) What is price elasticity of demand ? How can we say demand is elastic, inelastic and unitarily elastic ?

   (b) What are the determinants of price elasticity ?

3. What is a production function ? How does a long-run production function differ from a short-run production function ? Differentiate

between a technically efficient and economically efficient firm with an example.

4. (a) What is short-run cost analysis ? For what type of decisions is it useful ?

   (b) What is operating leverage ? Explain with the help of an example.

5. Compare and contrast various types of market structures.

6. What is oligopolistic competition ? How is price determination done in oligopoly market structure ? Explain kinked demand curve.

7. What is price discrimination ? Discuss various methods of price discrimination with the help of examples.

8. What are economies and diseconomies of scale ? Distinguish between real and pecuniary economies of scale and reasons for diseconomies of scale.

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