

No. of Printed Pages : 3

MMPC-010

**MASTER OF BUSINESS
MANAGEMENT/MBA (HEALTH
CARE AND HOSPITAL
MANAGEMENT) /
MBA (LOGISTICS AND SUPPLY
CHAIN MANAGEMENT)/
MBA (CONSTRUCTION
MANAGEMENT)
(MBA/MBAHCHM)
Term-End Examination
June, 2025**

MMPC-010 : MANAGERIAL ECONOMICS

Time : 3 Hours

Maximum Marks : 100

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

B-1428/MMPC-010

P. T. O.

1. How is present value calculated under the discounting principle ? Explain with the help of an example.
2. How is decision taken under risk ? Differentiate between risk averse and risk-seeking behaviour.
3. Write short notes on the following :
 - (a) Income as a determinant of demand
 - (b) Tastes and Preferences as determinants of demand
4. Describe the estimation of demand using regression analysis. Explain how is regression analysis used for managerial decision-making.
5. Explain the following in short run using diagrams :
 - (a) $TC = TFC + TVC$
 - (b) $ATC = AFC + AVC$

[3]

6. Explain long-run cost functions.
7. Explain the characteristics of Monopoly.
How is equilibrium price and output determined under monopoly in the long run ?
8. Explain third degree price discrimination giving real life examples.

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