

Subject Code: 24HM11RC01

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GAYATRI VIDYA PARISHAD COLLEGE OF ENGINEERING FOR WOMEN

(Autonomous)

(Affiliated to Andhra University, Visakhapatnam)

II B.Tech. - I Semester Regular Examinations, Nov – 2025

MANAGERIAL ECONOMICS

(CSE (AI&ML) Branch)

1. All questions carry equal marks
2. Must answer all parts of the question at one place

Time: 3Hrs.

Max Marks: 70

UNIT-I

1. a. Define Economics. Explain its Wealth, Welfare, and Scarcity definitions. 7M
- b. Differentiate between Micro and Macro Economics. 7M

OR

2. a. “Managerial Economics is the discipline which deals with the application of economic theory to business management”. Explain. 7M
- b. Explain its relationship with other disciplines. 7M

UNIT-II

3. a. State and explain the Law of Demand. Are there any exceptions to the law? 7M
- b. Describe the Elasticity of Demand and its types. 7M

OR

4. a. Explain briefly various statistical methods of Demand Forecasting. 7M
- b. Explain the Law of Diminishing Marginal Utility and list out the limitations. 7M

UNIT-III

5. a. Describe the importance of Production Function in decision-making. 7M
- b. If sales is 10,000 units and selling price Rs.20 per units, variable cost Rs.10 per unit and fixed cost is Rs.80000, find out BEP in units and in sales revenue. What is profit earned? What should be the sales for earning a project of Rs. 60000? 7M

OR

6. a. Write a short note on Fixed Cost, Variable Cost and Opportunity Cost with examples. 7M
- b. Discuss about Economies and Diseconomies of Scale. 7M

UNIT-IV

7. a. Discuss the features of Perfect Competition. 7M
- b. What are the various popular pricing practices? Which of them are most suitable for a firm facing competition? 7M

OR

8. a. Differentiate between Monopoly and Monopolistic Competition. 7M
- b. Explain Pricing over the Life Cycle of a Product. 7M

UNIT-V

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| 9. | a. Define Business Cycle and explain its characteristics. | 7M |
| | b. Discuss the phases of a Business Cycle. | 7M |
| OR | | |
| 10. | a. Suggest measures to overcome problems arising from Business Cycles. | 7M |
| | b. Write a short note on Inflation and Deflation. | 7M |
