

**GAYATRI VIDYA PARISHAD COLLEGE OF ENGINEERING FOR WOMEN**

(Autonomous)

(Affiliated to Andhra University, Visakhapatnam)

II B.Tech. - II Semester Regular Examinations, April – 2026**MANAGERIAL ECONOMICS**

[Common to CSE, EEE, ECE & INF]

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. Differentiate between Economics and Managerial Economics [7M]
b. Explain Managerial Economics and its relation with the other disciplines [7M]
- OR
2. a. Define Economics and differentiate between Micro and Macro Economics [7M]
b. Examine the role of Managerial Economics in the decision making of the organizations. [7M]

UNIT-II

3. a. Define Law of Demand with a suitable diagram and explain in details the exceptions to Law of Demand [7M]
b. What is Price Elasticity of Demand? Explain its types with suitable diagrams [7M]
- OR
4. a. Explain Demand forecasting methods with suitable examples [7M]
b. Elaborate the concept of Law of diminishing marginal utility with a suitable diagram [7M]

UNIT-III

5. a. What is CVP analysis? Analyze its significance and limitations [7M]
b. Explain Production Function's advantages in decision making [7M]
- OR
6. a. Analyze the role of Economies of Scale in the organizational development [7M]
b. Explain the nature of Cost and differentiate between Fixed vs Variable costs and Implicit vs Explicit with suitable examples. [7M]

UNIT-IV

7. a. Define Market. Explain different features of Perfect Competition market [7M]
b. Differentiate between Monopoly and Monopolistic Markets in detail. [7M]
- OR
8. a. Explain Oligopoly market and importance of Kinked demand curve with a suitable diagram. [7M]
b. Analyze the significance of Pricing and explain any four Pricing methods with suitable examples. [7M]

UNIT-V

9. a. Explain the Business cycle characteristics and its phases with suitable diagram [7M]
b. Evaluate various measures used to solve the problems of different stages of business cycle. [7M]
- OR
10. a. What is Inflation? Explain its types and examine the major causes of Inflation in an economy [7M]
b. Analyze the causes of Deflation and examine its impact on Investment and economic development [7M]