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Question Paper Code	12876
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**MBA - DEGREE EXAMINATIONS, APRIL / MAY 2024**

First Semester

**Master of Business Administration**

**20MBT102 - ECONOMIC ANALYSIS FOR MANAGERS**

Regulations - 2020

Duration: 3 Hours

Max. Marks: 100

**PART - A (10 × 2 = 20 Marks)**

Answer ALL Questions

	Marks	K- Level	CO
1. Define economics in your own words.	2	K1	CO1
2. Appraise the term Scarcity.	2	K1	CO1
3. Infer direct demand and derived demand with examples.	2	K2	CO2
4. Cite the law of diminishing of marginal utility.	2	K2	CO2
5. Tabulate morphology of any three market structures.	2	K1	CO3
6. Give Indian examples for monopolistic competition and monopoly competition.	2	K1	CO3
7. Assess role of major stake holders in two sector economy.	2	K1	CO4
8. Interpret GDP, GNP, NDP and NNP.	2	K2	CO4
9. Infer philip's curve.	2	K2	CO5
10. Define liquidity trap.	2	K2	CO5

**PART - B (5 × 13 = 65 Marks)**

Answer ALL Questions

11. a) Evaluate production possibility curve for any two product of your choice.	13	K2	CO1
<b>OR</b>			
b) Explain positive externalities and negative externalities for metro rail development in Chennai.	13	K2	CO1
12. a) Examine different types of cost involved in production.	13	K3	CO2
<b>OR</b>			
b) Discuss various approaches to consumer behaviour and depict graphically wherever necessary.	13	K3	CO2
13. a) Examine factor market in detail and also discuss the peculiarities of each factors of production.	13	K3	CO3

**OR**

- b) Explain the concept of price discrimination in detail and its effect on price and output with examples. 13 K3 CO3
14. a) Determine various determinants of national income and explain different methods of measuring national income with suitable illustrations. 13 K4 CO4

**OR**

- b) Discuss the income generation process through multiplier in an open economy. 13 K4 CO4
15. a) Evaluate the causes of inflation and also discuss various methods adopted by Indian government to control inflation. 13 K4 CO5

**OR**

- b) Explain different types of unemployment and discuss Okun's law. 13 K4 CO5

**PART - C (1 × 15 = 15 Marks)**

**(Compulsory)**

16. a) The market for infant food in India has been showing signs of healthy growth, with an estimated figure of 125–150 million children under the age of four years. Demand for infant food has been increasing with the rising number of working women and growing awareness about the importance of nutritious food for children. These factors have been pushing dairies like Prabhat, Danone India and Schreiber Dynamix to foray into growing infant food products. Some of them have already established dedicated production facilities for this segment. 15 K3 CO6

**Case Question:-**

1. Analyse the case using SWOT technique.
2. Discuss the 'For whom to produce' decision in light of the above case.