

COURSE CODE – 2040302
PG DEGREE EXAMINATION – JAN 2010
MBA (ALL BRANCHES)
MARKETING MANAGEMENT & MANAGERIAL
ECONOMICS

(For Candidate Admitted from Calendar 2007 Onwards)

Time: 3 Hours

Max.Marks:75

PART - A

Answer All the Questions:

10 X 2 = 20

1. What is Trade?
2. What is meant by Equilibrium?
3. Define Real wage
4. What is Elasticity?
5. What is Macro economics?
6. What is market?
7. Define Input & Output?
8. What is National income?
9. What you mean by international trade?
10. Define Production function

PART - B

Answer All the Questions:

5 X 5 = 25

11. a. What are the marketing function
- (Or)**
- b. What are the types of rolling plan?
12. a. What is the structure of economics?

(Or)

- b. Describe the function in Advertising
13. a. Write short notes on relationship between total cost, marginal cost and average variable cost

(Or)

- b. Explain the scope of Macro economics
14. a. What is the income elasticity of demand?

(Or)

- b. What are the assumptions of Input output analysis?
15. a. Explain the functions of organization.

(Or)

- b. Explain role of general equilibrium

PART – C

Answer any Two Questions:

2 X 15 = 30

16. Describe scope of Micro Economics
17. Explain the methods of demand forecasting techniques
18. Explain the role of Trade policy
19. Write an essay on analysis of performance of Indian income
20. Explain the cost-price-output relations in detail