

Name : _____

P 1021

Reg. No. _____



LOYOLA COLLEGE OF SOCIAL SCIENCES
(AUTONOMOUS)
(ESTD-1963)

Affiliated to University of Kerala
Accredited with A++ by NAAC
Sreekariyam, Thiruvananthapuram, Kerala.

FIRST SEMESTER MA (HUMAN RESOURCE MANAGEMENT) (REGULAR)
EXAMINATION, JANUARY 2025
(2024 Admissions)

HR 513: MANAGERIAL ECONOMICS

Time 3 hours

Max: 75 Marks

Nos.	Part A: Write Short notes on the following: Answer ANY TEN Questions in not exceeding 50 words. Each carries 2 marks	Course Outcome	Blooms Level	Marks
Q1	Opportunity Cost	CO2	Understand	2
Q2	Law of Demand	CO3	Understand	2
Q3	Two objectives of Managerial Economics	CO1	Understand	2
Q4	Returns to Scale	CO4	Understand	2
Q5	Utility Theory	CO5	Understand	2
Q6	Incremental Principle	CO2	Understand	2
Q7	Isocost Line	CO4	Understand	2
Q8	Marginal Utility	CO3	Understand	2
Q9	Consumer Equilibrium	CO4	Understand	2
Q10	Price Discrimination	CO3	Understand	2
Q11	Shift in Demand	CO5	Understand	2
Q12	Cartel	CO5	Understand	2
Q13	Game Theory	CO2	Understand	2
	Part B : Answer ANY FIVE out of the EIGHT questions in not exceeding 500 words	Course Outcome	Blooms Level	Marks
Q14.	Interpret the Circular Flow of Income model.	CO1	Evaluate	5
Q15	Explain how product differentiation and demand management strategies help businesses increase market share and handle changes in consumer preferences. Provide real-world examples.	CO2	Apply	5
Q16	Explain the key characteristics of perfect competition and discuss how these characteristics impact the pricing and production decisions of firms in such a market.	CO3	Understand	5

Q17	Explain economies of scale, and examine its importance in cost analysis.	CO4	Analyse	5
Q18	Explain the relevance of <i>Porter's Five Forces Model</i> in strategic decision-making.	CO5	Understand	5
Q19	Explain the importance of product differentiation in oligopoly competition.	CO2	Understand	5
Q20	Apply marginal analysis to help a taxi driver decide whether to work for one extra hour on a Saturday night. State the factors they should consider.	CO1	Apply	5
Q21	Critically analyze the Production Function, discussing its fundamental properties and significance in understanding the relationship between inputs and output in an organizational context.	CO4	Evaluate	5
	Part C: Answer ANY TWO questions in not exceeding 1200 words	Course Outcome	Blooms Level	Marks
Q22	Discuss the applications of demand analysis in pricing strategies.	CO2	Apply	15
Q23	Explain the concepts of consumer equilibrium, budget constraints, and indifference curves in determining consumer choices.	CO2	Apply	15
Q24	Analyze the concept of profit maximization. Explain the use of break-even analysis and cost functions.	CO5	Analyse	15
Q25	Explain the role of advertising and product differentiation in monopolistic competition. Address the following aspects: a) How product differentiation creates market power b) The impact of advertising on consumer perceptions c) Economic efficiency in monopolistic competitive markets d) Barriers to entry created by branding.	CO1	Understand	15