

during office hours. In September 2009 Portsmouth City Council in England banned staff from accessing Facebook on its computers when it was discovered that they spent, on average, 400 hours on the site every month.

Questions :

- (a) What is meant by productivity?
- (b) Analyze the impact on a fall in productivity on costs.
- (c) Analyze the possible consequences for businesses in India of banning access to Facebook and other social networking sites.
- (d) Do you think access should be denied?

MBCP 1002

M.B.A. DEGREE EXAMINATION, DECEMBER 2025.

First Semester

Common Paper

MANAGERIAL ECONOMICS

(2023–24 Regulation)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Elaborate the Determinants of demand
2. Illustrate the Individual, market and firm demand.
3. What is Production function? Discuss the features of Production function.
4. Describe the various types of Risk.
5. Elucidate the Characteristics of Duopoly.
6. Explain the various economic indicators in India.
7. Discuss the concepts of National Income.
8. Discuss the objectives of Industrial Finance.

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Elucidate the Importance of economic approaches in management decision making.
10. Elasticity of demand concept is helpful to a monopolist in fixing price – justify your answer.
11. The marginal rate of technical substitution (MRTS) is the measure with which one input factor is reduced while the next factor is increased without changing the output-examine the statement.
12. Elucidate how price and output are determined in Monopolistic competitive markets.
13. Compare the cost – output relationship in the short and long-run.
14. Examine the various strategies and features of Recession, trough, expansion and recovery phase of business cycle in a current business environment.
15. Discuss why study of GDP is helpful in making investment decisions for a profit-aiming firm.
16. Examine various FDI routes in India.

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PART C — (1 × 15 = 15 marks)

Compulsory

Answer the following.

17. Case study :

Firms in India are losing productivity because of Facebook. Office staff are spending too long on the social networking site. According to The Associated Chambers of Commerce and Industry (Assocham) employees use Orkut, Facebook, Myspace, and LinkedIn for ‘romancing’ and other purposes. On average, employees spend an hour a day on sites like Facebook. This reduces productivity by 12.5%. Nearly half of office employees accessed Facebook during work time. Some 83% saw nothing wrong in surfing at work

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