

In case of Delhi DD TV's second channel, the number of advertisements declined from a rate of 40 to 65 per month in May to July 1986 to a rate of 12 to none between May to July 1987. Even the actual revenue has fallen. It was about Rs. 55,000/- to 71,000/- per month in May-June period of 1986. In the current year, however, it developed to Rs. 28,000/- in June and was nil by July 1987.

Questions :

- (a) What happened to revenue after tariff hike for advertisement in DD?
- (b) Why has revenue declined?
- (c) Is the price-elasticity of demand for DD TV advertisements high/low/zero?
- (d) What tariff (or prize) policy should DD follow for TV advertisements?

MBCP 1002

M.B.A. DEGREE EXAMINATION, MAY 2026.

First Semester

Common Paper

MANAGERIAL ECONOMICS

(2023 Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Describe the objectives of the Firm.
2. Distinction between individual and market demand.
3. How are costs classified? Elaborate any five important cost concepts useful for managerial decisions.
4. Discuss about the types of production function.
5. Elaborate the different classification of Market.

6. What is Price discrimination? Explain the Degrees of price discrimination.

7. Illustrate the Limitations in measuring national income.

8. Distinction between monetary and fiscal policy.

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Elaborate the Nature and importance of managerial economics.

10. What is demand estimation? Discuss the Importance of demand estimation in business.

11. Evaluate the phases of Law of variable proportions.

12. Elucidate different form of ownership in firm with suitable examples.

13. Analyze the Price determination under monopolistic competition.

14. Discuss the methods of measuring national income. Which one do you like the most and why?

15. "Phases of business cycle-steps to avoid business cycles". Substantiate this statement.

16. How does the PPP model work in India? Discuss it briefly.

PART C — (1 × 15 = 15 marks)

Answer the following.

17. Case study : Compulsory :

Despite stiff increase in tariff by Doordarshan (DD) in march 1987 actual revenue declined. This study indicated that the number of small and medium advertisers which was on the increase before the tariff hike has now been on decline. Further there has also been a noticeable shift in favor of 20 and 10 seconds spots from 30 or more seconds spots before the hike in tariff. The study found that there has been a steep decline in the actual number of advertisements on Doordarshan. This is across all TV centers and program segments. But it was more significant in the case of channel II of Delhi and Bombay.

The second channel of Bombay DD TV had no advertisements since the increase in tariff as against revenue of Rs. 15,000/- to Rs. 20,000/- per month in the corresponding months of the previous year.