REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

MASTER IN BUSINESS ADMINISTRATION

MANAGERIAL ECONOMICS

MBA 104

PART 1 SEMESTER 1

Total Marks   [100]

DATE: DECEMBER 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions

2. Answer question *one (1)* and *any* other **three (3)**

3. Each question carries *25 marks*

4. Start each question on a new page

1. With the use of examples, explain the role and responsibilities of a managerial economist (25)

2. With the use of graphics, explain the circular flow of economic activity (25)

3. Citing relevant examples, evaluate areas of decision making where managerial economics prescribes specific solutions to business problems (25)

4. Discuss the concept of income elasticity of demand and how it relates to the Zimbabwean economy (25)

5. Citing practical examples, evaluate the significance of elasticity of demand in managerial decision making (25)

6. Discuss the managerial uses of production function, highlighting Cobb-Danglous function (25)

END OF PAPER