

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**B.Com(Hons) (Sem.-1)**

# MANAGERIAL ECONOMICS

**Subject Code : BCOMGE-101-18**

**M.Code : 75092**

**Date of Examination : 17-01-2023**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

## SECTION-A

- 1. Answer briefly :**
- a) Define Managerial Economics
  - b) Giffen goods
  - c) Income elasticity of demand
  - d) Sunk cost
  - e) Iso quant curves
  - f) Price discrimination
  - g) Marginal cost
  - h) Discriminating monopoly
  - i) Cartel
  - j) Imperfect competition

## **SECTION-B**

### **UNIT-I**

2. What other disciplines are related to managerial economics?
3. Elaborate the concept and use of Law of Demand. Examine the role played by demand function in managerial decision making.

### **UNIT-II**

4. What are the assumptions and properties of indifference curve?
5. Discuss Cob Douglas function and its relevance in current times.

### **UNIT-III**

6. Why long run average cost curve is known as envelope curve? Elaborate.
7. Elaborate the role of related goods while discussing cross elasticity of demand

### **UNIT-IV**

8. What do you mean by market structure? Discuss perfect competition.
9. Discuss sticky prices and pricing determination in non-Collusive oligopoly.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**