Total No. of Questions: 09

B.Com(Hons) (2018 Batch) (Sem.-1)

MANAGERIAL ECONOMICS

Subject Code: BCOMGE101-18 M.Code: 75092

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. Managerial insight
- b. Production possibility curve
- c. Cross elasticity of demand
- d. Jury of executive method
- e. Properties of Indifference curve
- f. Increasing returns to scale
- g. Long run cost curve
- h. Collusive oligopoly
- i. Advertisement cost
- j. Consumer Behaviour

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SECTION-B

UNIT-I

- 2. Exhibit relationship of managerial economics with other disciplines. How does it help managers in their decision making process?
- 3. Describe qualitative methods of demand forecasting along with their advantages and disadvantages.

UNIT-II

- 4. How does a consumer attain equilibrium under indifference curve approach of consumer behaviour? Also derive demand curve using this approach.
- 5. What do you mean by least cost combination of inputs? Explain how can it be achieved?

UNIT-III

- 6. Describe relationship between cost and production function. Also define and differentiate concept of short and long average cost curves under traditional and modern cost theories.
- 7. Draw average, marginal and total revenue curve under perfect and imperfect competitions. Also establish relation of elasticity of demand with average and marginal revenue

UNIT-IV

- 8. Demonstrate equilibrium, output and price determination of a monopolistic competition firm under short and long run.
- 9. What is pricing? Illustrate need and importance of various types of pricing practices.

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.

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