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Total No. of Pages : 02

Total No. of Questions : 09

M.Com.(Professional) (2016 to 2017) (Sem.-2)**MANAGERIAL ECONOMICS**

Subject Code : MCOP-201

M.Code : 71522

Time : 3 Hrs.

Max. Marks : 80

INSTRUCTION TO CANDIDATES :

1. SECTIONS-A, B, C & D contains TWO questions each carrying FIFTEEN marks each and students have to attempt any ONE question from each SECTION.
2. SECTION-E is COMPULSORY consisting of TEN questions carrying TWENTY marks in all.

SECTION-A

1. Discuss the nature of business problems. Also, discuss the role and responsibilities of a business/managerial economics in business.
2. Discuss the importance of concept of Incremental concept and Marginal concept? What is the difference between Incremental concept and Marginal concept?

SECTION-B

3. State and explain the law of demand. What are the exceptions to the law of demand? What is the significance of demand analysis to a manager?
4. As a manager in a firm, how would you do the demand forecasting of a new product?

SECTION-C

5. What is production function? How does a long-run production function differ from a short-run production function? Also, explain the laws of return to scale and Iso-quant curve.
6. Explain and illustrate the $MC = MR$ approach to profit maximization. Do firms equate their marginal cost with marginal revenue in practice?

SECTION-D

7. Critically examine Keynes' explanation of business cycles. What is the significance of business cycle for a manager?
8. Discuss the different pricing methods.





SECTION-E

9. Write briefly :

- a. What is Economic Model?
- b. What is time perspective?
- c. Change in demand.
- d. What is point elasticity of Demand?
- e. Explain implicit and explicit cost.
- f. What is meant by normal profit?
- g. What is monopolistic competition?
- h. Shut down point in perfect competition.
- i. When price discrimination is possible?
- j. Cost plus pricing.

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.

