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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.

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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.

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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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