

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

M.Com.(Professional)/DEP/M.Com. (Sem.-2)

MANAGERIAL ECONOMICS

Subject Code : MCOP-201

M.Code : 71522

Date of Examination : 04-07-22

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. *“The application of economics theory to the problems of management is referred as managerial economics.”* Discuss in detail the above statement highlighting the nature and scope of managerial economics.
2. Discuss the various functions of managerial economist. How can he best serve the management in minimizing uncertainty?

SECTION-B

3. Explain the different approaches to the forecasting of demand for new products and point out criteria of a good forecasting method.
4. *“There is inverse relationship between the change in the quantity demanded of the commodity as well as the change in the price of the commodity respectively.”* Discuss the statement and also discuss why it slopes downwards and also the various situations when it is sloped upwards.

SECTION-C

5. Define cost. Discuss the various short run costs curves in detail.
6. Compare and contrast the price determination under perfectly competitive and monopoly markets.

SECTION-D

7. Describe the various phases of Business cycle. Discuss the steps which a businessman may take to safeguard against the evil of a business cycle.
8. Discuss in detail the various approaches and methods of pricing.

SECTION -E

9. Write briefly :

- a) Managerial Economics.
- b) Demand elasticity.
- c) Incremental cost.
- d) Opinion Pooling.
- e) Price discrimination.
- f) Kinked demand curve.
- g) Profit planning.
- h) Capacity utilization.
- i) Skimmed and penetration pricing.
- j) Law of demand.

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.