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Roll No.

Total No. of Pages : 02

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B.Com(Hons) (2018 & Onwards) (Sem.-1)

MANAGERIAL ECONOMICS

Subject Code : BCOMGE-101-18

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) Law of demand
- b) Define Managerial Economics
- c) Cross elasticity of demand
- d) Normal profit
- e) Breakeven point
- f) Product differentiation
- g) Shut down point
- h) Collusive oligopoly
- i) Price skimming
- j) Economies of scale

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SECTION-B

UNIT-I

2. Discuss various techniques of demand forecasting and their applicability.
3. Elaborate the concept demand elasticities. Examine the role played by demand elasticity in managerial decision making.

UNIT-II

4. What is indifference curve analysis? Write a note on consumer equilibrium.
5. What are different factors of production? Discuss isoquants while balancing between labour capital and output.

UNIT-III

6. Discuss nature of short run and long run average cost curves. Why and when long run average cost curve is inverse j shaped?
7. Draw the relationship between average marginal and total revenue. Discuss the relevance of marginal cost and marginal revenue as determinant of output.

UNIT-IV

8. What do you mean by perfect competition? How price output decisions are undertaken under it?
9. What do you mean by product differentiation in monopolistic competition? Discuss pricing output decision in this form of competition.

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.