B.Com(Hons) (2019 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

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.