

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**B.Com(Hons) (Sem.-1)**  
**MANAGERIAL ECONOMICS**  
Subject Code : BCOMGE-101-18  
M.Code : 75092  
Date of Examination : 17-01-2023

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) Define Managerial Economics
- b) Giffen goods
- c) Income elasticity of demand
- d) Sunk cost
- e) Iso quant curves
- f) Price discrimination
- g) Marginal cost
- h) Discriminating monopoly
- i) Cartel
- j) Imperfect competition

## SECTION-B

### UNIT-I

2. What other disciplines are related to managerial economics?
3. Elaborate the concept and use of Law of Demand. Examine the role played by demand function in managerial decision making.

### UNIT-II

4. What are the assumptions and properties of indifference curve?
5. Discuss Cob Douglas function and its relevance in current times.

### UNIT-III

6. Why long run average cost curve is known as envelope curve? Elaborate.
7. Elaborate the role of related goods while discussing cross elasticity of demand

### UNIT-IV

8. What do you mean by market structure? Discuss perfect competition.
9. Discuss sticky prices and pricing determination in non-Collusive oligopoly.

**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.**