

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

**M.Com. (2019 Batch) (Sem.-1)**  
**MANAGERIAL ECONOMICS**  
Subject Code : MCOP-102-18  
M.Code : 75334

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

**SECTION-A**

**Write short notes on :**

1. Scarcity concept
2. Methods of demand forecasting
3. Cobb-Douglas production function
4. Types of revenues
5. Supply curves
6. Measurement of profit
7. Investment multiplier
8. Theories of trade cycles

**SECTION-B**

**UNIT-I**

9. Discuss the nature and scope of managerial economics. What are the other related disciplines?
10. Define market demand. Explain the factors which determine the market demand for a product.

## UNIT-II

11. How will you define economies of scale? What are the sources of internal and external economies?
12. Explain the relationship between marginal cost, average cost, and total cost assuming a short run non-linear cost function.

## UNIT-III

13. What is the basic difference between monopolistic competition and oligopoly? In which of the two kinds of the markets are price and output determinate.
14. What kind of pricing strategy is adopted over the life-cycle of a product? What do you think will be an appropriate price policy when the demand reaches its saturation and substitute products are likely to enter the market?

## UNIT-IV

15. Describe the various methods of measuring National Income. How is a method chosen for measuring national income?
16. Write a detailed note on :
  - (a) Derivation of nominal IS-LM and equilibrium
  - (b) Keynes psychological law of consumption.

## SECTION-C

### 17. Case Study :

ABC Ltd. is a company engaged in production of agro products. It has not been receiving enough orders at its present price which is higher than peers; this has created production capacity under-utilisation. You are employed as an economic analyst with this firm. Discuss the economies and diseconomies of scale that may arise to show the future path that ABC Ltd should adopt.

### Question :

- Discuss the case as if you are moving towards perfect market 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.**