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.