

Exam.Code:0501

Sub. Code: 3801

2012

Master of Commerce

First Semester

MC-101: Managerial Economics

(Same for USOL Candidates)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast one question from each Unit.

x-x-x

UNIT – I

- I. Define Managerial Economics. Explain nature and scope of Managerial Economics. (6,10)
- II. Distinguish between Business and Economic profits. Give the various theories of profit. (6,10)
- III. Write a detailed note on Marginal Analysis. (16)

UNIT - II

- IV. Analyse the consumer's behaviour using utility approach. (16)
- V. Define Price, Income and Cross elasticity of Demand. Discuss? Proportionate and Total Expenditure Method to measure Price Elasticity of Demand. (6,10)

UNIT -III

- VI. Define perfect competition. How a firm under perfect competition can attain equilibrium in short and long run? (6,10)
- VII. Define price discrimination. When it is possible and profitable? (6,10)
- VIII. Write a detailed note on multiple product pricing, (16)

UNIT - IV

- IX. What is the impact of technological change on market structure? (16)
- X. What do you mean by technological environment? Give the various methods to forecast the environment. (6,10)

x-x-x