

(i) Printed Pages: 2 Roll No.

(ii) Questions : 10 Sub. Code :

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Master of Commerce 1st Semester

(1129)

MANAGERIAL ECONOMICS (Same for USOL Candidates)

Paper—M.C.—101

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt **five** questions in all, selecting at least **one** question from each unit. Each question carries equal marks.

UNIT—I

1. (a) Define managerial economics. How it is related to economic theory ? 2,6
(b) Why do firms exist ? Explain. 8
2. Differentiate between 'Business' and 'Economic' profits. Also explain theories of profits. 4,12

UNIT—II

3. Differentiate between 'individual' and 'market' demand. How both of them affect the managerial decisions ? 8,8
4. What is price elasticity of demand ? How it can be measured ? 4,12

5. What are various assumptions of indifference curves approach ? Show how any Consumer's equilibrium can be determined using this approach. 8,8

UNIT—III

6. Explain how a firm determines its equilibrium both in short period and long period under perfect competition. 16
7. What is price discrimination ? What are the bases of price discrimination ? Also explain the degrees of price discrimination. 4,4,8
8. Write in detail how risk and uncertainties affect the managerial decision making. 16

UNIT—IV

9. What is technological change ? How it affects the productivity of factors of production ? 8,8
10. Write a detailed note on the relationship between industrial innovation and technology. 16