

**MMPC-010**

**Master of Business Administration (MBA)/ Master of Business Administration (Online) MBA(OL) / Master of Business Administration (Banking and Finance) (MBF)/ Master of Business Administration(Financial Management) (MBAFM)/ Master of Business Administration(Human Resource Management) (MBAHM)/ Master of Business Administration(Marketing Management) (MBAMM) Master of Business Administration(Operations Management) (MBAOM)**

**ASSIGNMENT**

**For**

**January 2025 and July 2025 Sessions**

**MMPC-010: Managerial Economics**

**(Last date of submission for January 2025 session is 30<sup>th</sup> April, 2025 and for July 2025 sessions is 31<sup>st</sup> October, 2025)**

**School of Management Studies  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MMPC-010</b>
<b>Course Title</b>	<b>:</b>	<b>Managerial Economics</b>
<b>Assignment Code</b>	<b>:</b>	<b>MMPC-010/TMA/JAN/2025</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2025 session is 30<sup>th</sup> April, 2025 and for July 2025 session is 31<sup>st</sup> October, 2025.**

1. “The opportunity cost of anything is the return that can be had from the next best alternative use.” Explain this statement with reference to gun-versus-butter debate.
2. “The main determinant of elasticity is the availability of substitutes.” Explain this statement in the context of price elasticity of demand.
3. What are different types of statistical analyses? Explain the limitations of different types of statistical analyses.
4. What are the conditions of entry of new firm in an industry or a market? Explain the factors determining the conditions of entry.
5. Write short notes on the following:-
  - a) Law of Demand
  - b) Characteristics of Monopolistic Competition
  - c) Economies of Scope
  - d) Transfer Pricing