

MBA and MBA (Banking & Finance)

ASSIGNMENT
for
January 2022 and July 2022 sessions

MMPC-010: Managerial Economics

(Last date of submission for Jan 2022 Session is 30th April 2022 and for July 2022 Session is 31st October 2022).



School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
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ASSIGNMENT

Course Code	:	MMPC-010
Course Title	:	Managerial Economics
Assignment Code	:	MMPC-010/TMA/JAN/2022
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. **Last date of submission for Jan 2022 Session is 30th April 2022 and for July 2022 Session is 31st October 2022.**

1. “The Equi-Marginal Principle can be applied to both consumption as well as production.” Discuss this statement with the help of an example.

2. (a) Explain the demand function for a particular product.

(b) Differentiate between individual and market demand curve.

3. “An analytical tool frequently employed by managerial economists is the break even chart an important application of cost function.” Explain this statement.

4. Oligopoly is the most prevalent form of market structure in the manufacturing sector. Explain with the help of an example.

5. Write short notes on the following:
 - (a) Price Discrimination

 - (b) Bundling

 - (c) Time-series analysis