

MS-9

Management Programme

ASSIGNMENT
For
January 2022 and July 2022 sessions

MS-9: Managerial Economics

**(Last date of submission for January 2022 session is 30th April, 2022
and for July 2022 session is 31st October, 2022)**



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

ASSIGNMENT

Course Code	:	MS-9
Course Title	:	Managerial Economics
Assignment No.	:	MS-9/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 January 2022 session is 30th April, 2022 and for July 2022 session is 31st October, 2022.**

1. “Profit Maximization is the main objective of a firm”. Discuss this statement with the help of an example.
2. What are the marketing approaches to demand measurement? Explain how the Delphi Technique is different from Market Experiments Technique?
3. Find (1) the marginal and (2) the average cost functions for the following total cost function. Calculate them at Q=4 and Q=6
 $TC=3Q^2+7Q+12$
4. Oligopoly is the most prevalent form of market structure in the manufacturing sector. Describe this statement with the help of an example.
5. Does Price Discrimination exist in the real world? Discuss with reference to any particular product or service?
6. Write short notes on the following:-
 - (a) Market Demand Schedule
 - (b) Direct Costs and Indirect Costs
 - (c) Peak Load Pricing