

MCO -21
M.COM ONLINE
Managerial Economics
Time: 3 Hours
Maximum Marks: 100

Attempt all the sections (Section A, B, and C)

SECTION – A

Attempt any five question. Each question carries 4 marks. (5x4=20)

1. Explain strategic entry barriers in the market.
2. What do you mean by peak load pricing?
3. Explain briefly scope of Managerial Economics
4. Write short note on the "Law of Demand".
5. What is the role of Managerial Economist in business decision making?
6. Write short note on the demand function.
7. Write short note on price elasticity of demand.

SECTION – B

Attempt any five questions. Each question carries 10 marks. (5x10=50)

8. Explain various demand forecasting techniques.
9. Describe various determinants a demand with suitable example.
10. "Opportunity cost is the costs of sacrificed alternatives". Elaborate with the help of example and production possibility curve.
11. Explain briefly various demand forecasting techniques with suitable example.
12. Discuss the factors that determine the nature of competition.
13. Discuss optimization concept with the help of suitable example.
14. Explain briefly the equi-marginal principle and the discounting principle.

SECTION – C

Attempt any two questions. Each question carries 15 marks. (2x15=30)

15. Explain price discrimination in monopoly market with the help of suitable examples.
16. Discuss oligopolistic competition market with the help of kinked demand curve, cartel profit maximization and collusion.
17. Describe the characteristics of Monopoly. Explain with the help of graph equilibrium output and price under monopoly.