Post Graduate Diploma in Marketing Management Odd Semester Exam, 2025

COMMERCE

(1st Semester)

Course No.: PGDMM-103

(Business Economics)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.
Answer any five questions selecting one from each unit.

UNIT-I

1. Define business economics. Discuss the nature and scope of business economics. 3+5+6=14

2. What do you mean by autonomous and derived demand? Discuss the various determinants of demand. 4+10=14

UNIT-II

3. What is elasticity of demand? What are the various types of elasticity of demand? What are the determinants of elasticity of demand? 3+6+5=14

4. What is Marginal Rate of Substitution? Discuss with suitable imaginary numerical figures. Outline the properties of indifference curve. 5+9=14

UNIT-III

5. Explain the law of variable proportions. 14

6. What do you mean by economics of scale? Explain various types of internal causes of scale. 4+10=14

UNIT-IV

7. What is monopoly? Explain how price & output are determiend under monopoly. 4+10=14

8. Write short notes on the following : 7+7=14

   (a) Pricing of multiple products,

   (b) Dumping

UNIT-V

9. Explain the following (any two): 7+7=14

   (a) Cost plus pricing

   (b) Marginal cost pricing

   (c) Transfer pricing

10. Distinguish between nominal wages & real wages critically examine the marginal productivity theory of wage determinatics. 14

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