PG Odd Semester (CBCS) Exam., December—2018

COMMERCE

(1st Semester)

Course No. : COMCC–104

(Managerial Economics)

Full Marks : 70
Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions

Answer **five** questions, taking **one** from each Unit

UNIT—1

1. What is elasticity of demand? Write the different types of elasticity of demand. How does the concept of elasticity of demand help managers in taking decision of a firm? 3+6+5=14

2. What is the purpose of demand forecasting ? Discuss Box-Jenkins method of demand forecasting. 4+10=14

UNIT—2

3. Distinguish between laws of returns to variable proportion and laws of returns to scale. Discuss the plausible reasons of increasing returns to scale. 5+9=14

4. Define economies of scale. Discuss the types of internal economies of scale which are available to a firm. 5+9=14

UNIT—3

5. How are price and output determined in monopolistic market? Explain with diagram. 14

6. Write short notes on the following : 7×2=14

(a) Price discrimination and product differentiation

(b) Transfer pricing

UNIT—4

7. What is business cycle? Describe the various phases of business cycle. 4+10=14

8. Write the causes of inflation. Discuss the remedial measures to control inflation. 5+9=14

UNIT—5

9. Write a detailed note on the sources of development finance. 14

10. Highlight the major recommendation of 14th Finance Commission of India. 14

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