

(i) Printed Pages : 2

Roll No.

(ii) Questions : 10

Sub. Code :

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Exam. Code :

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Master of Commerce 1st Semester
(2125)

MANAGERIAL ECONOMICS (Same for CDOE Candidates)

Paper : M.C.-101

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Attempt five questions in all selecting at least one question from each Unit. All questions carry equal marks.

UNIT—I

1. Define Managerial Economics. How does it integrate concepts from microeconomics and decision sciences to support business decision-making process?
2. Discuss the major objectives of a firm. How do conflicting objectives affect managerial decisions?
3. Highlight the need of understanding international framework of managerial economics. Discuss its important dimensions in detail.

UNIT—II

4. Explain the role of income, substitution, and cross elasticity of demand in managerial decision-making.

5. Outline the scope of consumer behavior theory and explain two theories of consumer behavior. Also highlight their relevance for business organization in present times.

UNIT—III

6. Compare and contrast pricing and output decisions under monopoly and perfect competition.
7. Explain the following:
 - (a) International price discrimination
 - (b) Transfer pricing
8. How can managers deal with risk using utility theory? Explain with example/s.

UNIT—IV

9. Discuss how technological changes influence productivity and labor market structure in global markets.
10. Establish the relationship between industrial innovation and technological environmental forecasting. Also elaborate on the process of technological environmental forecasting in business organizations.