

Total No. of printed pages = 2

**1 PG DE COM 5**

**2013**

(August)

**COMMERCE**

Paper : 105

**(Managerial Economics)**

Full Marks – 80

Time – Three hours

The figures in the margin indicate full marks for the questions.

1. (a) “Economics is the determinant as well as resultant variable of business management practices.” In the light of the given statement, discuss the scope and role of managerial economics in taking management decisions.

16

Or

- (b) Draw a comparison between the profit maximisation and growth maximisation theories.

16

2. (a) Distinguish between individual demand and market demand. Highlight the determinants of market demand.  $8+8=16$

Or

- (b) Enlist and explain the different types of elasticities of demand, focusing upon their respective applicability in business. 16

3. (a) Discuss the various techniques of demand forecasting. 16

Or

- (b) Project the critical considerations while estimating demand for consumer durables and non-durables.  $8+8=16$

4. (a) Throw light upon the concept of price determination. Also identify the factors that influence pricing in large and small enterprises respectively.  $8+8=16$

Or

- (b) Showcase the interface between international price discrimination and dumping. 16

5. (a) Discuss the factors responsible for and the phases of the business cycle.  $8+8=16$

Or

- (b) Bring to light the causes of and the remedies to demand pull and cost push inflation.

$8+8=16$