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1 PGDE COM 5

2016

(September)

COMMERCE

Paper : 105

(Managerial Economics)

Full Marks – 80

Time – Three hours

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

Answer the following questions.

1. (a) Define managerial economics. Discuss the roles and responsibilities of a business analyst. 6+10=16

Or

- (b) What do you mean by business decision ? Briefly mention about the decision making process and also state about the different models of decision making. 3+5+8=16

2. (a) What are the different types of elasticity of demand ? Discuss about the importance of elasticity of demand for a consumer, a producer and the government. $6+10=16$

Or

- (b) What do you mean by increase or decrease in demand ? Explain it with the help of a graph and a table. Also discuss about the factors that determine elasticity of demand. $6+10=16$

3. (a) Define demand forecasting with its main features. What are the uses of demand forecasting ? $6+10=16$

Or

- (b) What method would you suggest to forecast the demand for a new product ? Also explain the criteria of a good forecasting method. $10+6=16$

4. (a) What is discriminating monopoly ? How is it different from normal monopoly ? Explain both the concepts with appropriate diagrams. $2+4+10=16$

Or

- (b) Compare and contrast between monopoly and monopolistic competition. 16

5. (a) Briefly discuss about the different theories of business cycle. 16

Or

- (b) Explain the concept of inflation. Explain the various measures that can be used to control inflation. 6+10=16

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