2019

(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) Discuss Baumol's Revenue Maximisation Theory emphasising upon its practical implications on managerial decision making. 16

Or

(b) Draw distinctive focus upon the scope of micro and macro economics in managerial decision making. 16

2. (a) Enlist and explain the determinants of individual demand. 16

Or

(b) Write short notes on :   8×2=16

   (i)   Demand Elasticity

   (ii)   Demand Schedule.

3. (a) Create understanding about how demand estimation of consumer durables is distinct from that of non-durables. Cite examples in support of your answer.   16

Or

(b) Explain *any two* qualitative methods of Demand Forcasting.   8×2=16

4. (a) Explain the interplay of the two mechanisms — price discrimination and dumping – in case of international business.   16

Or

(b) Cite suitable examples, from the real markets, to explain the methods of price discrimination popularly in practice.   16

5. (a) Project a real business case to discuss the various phases of the Business Cycle, emphasising upon the factors responsible for each of the phases. 16

Or

(b) Highlight the determinants or causes of Demand Pull Inflation and suggest measures to overcome the same. 8+8=16