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1 PG DODL COM 5

2020

COMMERCE

Paper : 105

(Managerial Economics)

Full Marks : 80

Time : Three hours

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

Answer **any five** of the following questions :

1. Draw a comparison between the Profit Maximization theory and the Growth Maximization theory. 16
2. Highlight the roles and responsibilities of a Managerial Economist given the extensive scope of the subject domain. 16
3. Enlist and explain the different types of demand and their practical implications in decision-making in respect of a manager. 16

Contd.

4. Distinctively mention the determinants of Individual as well as Market Demand. $8+8=16$
5. Throw light upon the steps involved in Demand Forecasting and explain any one method for doing the same. $8+8=16$
6. Explain how Demand Forecasting of durable and non-durable goods tend to be different. Cite examples. 16
7. Write short notes on : $4 \times 4 = 16$
- (a) Competition Oriented Pricing
 - (b) Transfer Pricing
 - (c) Criteria for choosing Demand Forecasting Method
 - (d) Opportunity Cost
8. Discuss the salient features of price discrimination under Monopolistic Competition. 16
9. Analyze the evil effects of Business Cycle with reference to the various phases. 16

10. Throw light upon the concepts and influences of Demand-Pull and Cost Push Inflationary tendencies in respect of a business firm. 16

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