

2018

(Aug-Sept)

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) What do you understand by micro and macroeconomic approaches ? Trace the importance of microeconomic analysis. What are its limitations? 4+6+6=16

Or

- (b) What is managerial economics ? Discuss the salient features and significance of managerial economics. 4+6+6=16

2. (a) Distinguish between — $4 \times 4 = 16$

(i) Increase in demand and extension of demand

(ii) Individual demand and market demand

(iii) Demand schedule and demand curve

(iv) Usual demand curve and exceptional demand curve.

Answer the above questions with necessary tables and graphs.

Or

(b) Define demand forecasting. Discuss about the significance of demand forecasting. Also mention about the criteria of a good forecasting method.

$2+8+6=16$

3. (a) Define monopoly. What are the sources of monopoly power? Discuss about the benefits of monopoly. $2+7+7=16$

Or

(b) What are the objectives of pricing policy? Explain the method of Costplus pricing. What are its limitations?

$5+6+5=16$

4. (a) What is Inflation? Discuss about the impact of inflation on
- different types of income groups
 - social-political environment.
- 2+7+7=16

Or

- (b) Explain the following —
- (i) Innovation theory of business cycle 6
 - (ii) Depression phase of business cycle 6
 - (iii) Relationship between business cycle and managerial decision making. 4

5. Write short notes on : **(any two)**
- 8×2=16

- (a) Fiscal policy
- (b) Characteristics of perfect competition
- (c) Market economy and invisible hands
- (d) Distinction among plant, firm and industry
- (e) Forms of price discrimination.