

**Master of Commerce (Online)
(MCOMOL)**

First Semester

MCO – 21



**School of Management Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110 068**



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**Master of Commerce (MCOMOL)
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Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment for each course. We are sending the assignments of all the six courses together in this booklet.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-End Examination, it is compulsory for you to submit the assignments as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

These assignments are valid for two admission cycles (**January 2025 and July 2025**). The validity is given below:

- 1 Those who are enrolled in **January 2025**, it is valid upto **June 2025**.
- 2 Those who are enrolled in **July 2025**, it is valid upto **December 2025**.

In case you are planning to appear in June Term-End Examination, you must submit the assignments to the Coordinator of your Study Centre latest by **15th March**, and if you are planning to appear in December Term-End Examination, you must submit them latest by **15th October**.

In case, you are not able to submit the assignment during above mentioned period, you are required to submit the new assignment.

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 21
Course Title	:	MANAGERIAL ECONOMICS
Assignment Code	:	MCO – 21 /TMA/2025
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

- Q. 1** What do you understand by price elasticity and explain how is it related to revenue? Discuss in detail about the determinants of price elasticity. **(20)**
- Q. 2** Explain in detail about the economies and diseconomies of scale. Also, distinguish between internal and external economies of scale with the help of an example. **(20)**
- Q. 3** Describe monopolistic and oligopoly competition. Explain the concept of the pricing decisions under monopolistic competition in short run as well as long run. **(20)**
- Q. 4** Discuss about the price discrimination. Explain the different types of price discrimination with the help of relevant example. **(20)**
- Q. 5** Write notes in about 200 words on the following: **(4x5)**
- a) The incremental concept
 - b) The equi-marginal principle
 - c) The discounting principle
 - d) The opportunity cost principle