

**MMPC-010**

**Master of Business Administration (MBA)/ Master of Business Administration (Online) MBA(OL)/ Master of Business Administration (Banking and Finance) (MBF)/ Master of Business Administration (Financial Management) (MBAFM)/ Master of Business Administration (Human Resource Management) (MBAHM)/ Master of Business Administration (Marketing Management) (MBAMM) Master of Business Administration (Operations Management) (MBAOM)**

**ASSIGNMENT**

**for**

**January 2026 and July 2026 Sessions**

**(Last date of submission for January 2026 session is 30<sup>th</sup> April, 2026  
and for July 2026 sessions is 31<sup>st</sup> October, 2026)**

**MMPC-010: Managerial Economics**



**School of Management Studies**

**INDIRA GANDHI NATIONAL OPEN UNIVERSITY**

**MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MMPC-010</b>
<b>Course Title</b>	<b>:</b>	<b>Managerial Economics</b>
<b>Assignment Code</b>	<b>:</b>	<b>MMPC-010/TMA/JAN/2026</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2026 session is 30<sup>th</sup> April, 2026 and for July 2026 session is 31<sup>st</sup> October, 2026.**

1. “The Equi-Marginal Principle can be applied to both consumption as well as production”. Discuss this statement with the help of an example.
2. “The main determinant of elasticity is the availability of substitutes.” Explain this statement in the context of Price elasticity of demand.
3. Differentiate between Isocost and Isoquants. Analyze graphically, how an optimal combination of inputs can be arrived in the long run using Isocost and Isoquant.
4. Critically analyze pricing decisions under Perfect Competition and under Monopoly.
5. Explain Price Discrimination. Does Price Discrimination exist in the real world? Discuss with reference to any particular product or service.