

MS -09

**Management Programme (MP) /
Master of Business Administration (Banking & Finance) (MPB)**

**ASSIGNMENT
for
January 2026 and July 2026 Sessions**

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

MS - 9: Managerial Economics



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

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| Course Code | : | MS - 9 |
| Course Title | : | Managerial Economics |
| Assignment Code | : | MS - 9/TMA/JAN/2026 |
| Coverage | : | All Blocks |

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 30th April, 2026 and for July 2026 session is 31st October, 2026.

1. Explain the objectives of a firm. How is profit maximization the most important objective of a firm? Discuss.
2. Describe 'Demand Function' and explain the impact of price of complements and price of substitutes on demand function.
3. In the long-run, there are no fixed cost functions (total or average) since no inputs are fixed. Explain how does this helps a producer in decision making.
4. Describe a Cartel. How is price fixed in a cartel?
5. Explain the difference between 'First- and Third-Degree Price Discrimination' giving examples.
6. Write Short Notes on the following:
 - (a) Cross Price Elasticity
 - (b) Total Product and Marginal Product
 - (c) Peak Load Pricing