No. of Printed Pages : 2 **MS–09**

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

December, 2024

MS–09 : MANAGERIAL ECONOMICS

Time : 3 Hours *Maximum Marks : 100*

Note *: (i) Answer any **five** questions.*

(ii) All questions carry equal marks.

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1. What is the fundamental nature of Managerial Economics ? How have three choice problems become the central issues of an economy ? Discuss.

2. Explain the Equi-Marginal Principle. Support your answer with the help of an example.

3. What do you understand by "market demand curve" ? Illustrate with the help of an example.

4. What are the major marketing approaches to demand measurement ? Discuss.

5. What do you understand by production function with one variable input ? Explain with the help of an illustration.

6. Write short notes on the following :
   (a) Accounting cost and Economic cost
   (b) Fixed and Variable cost
   (c) Short-run costs and Long-run costs

7. Explain with the help of an illustration how is evaluation of monopoly measured.

8. Briefly define oligopoly as a form of market organization. Illustrate how does kinked demand curve explains price rigidity ?

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