

M.Com (Final) Examination, 2001
ACCOUNTANCY AND STATISTICS
Paper — V (C)
Managerial Economics

Time 3 Hours]

[Maximum Marks 100

Attempt five questions in all.
All questions carry equal marks.

1. Define 'Managerial Economics' and also discuss its nature and scope. How does it differ from traditional economics? **20**
2. Discuss the importance of 'Managerial Economics' with special reference to decision making by business concerns. **20**
3. What is price-elasticity of demand? Explain its various types & discuss the role of price-elasticity in business taking decisions. **20**
4. What is Demand Forecasting? What are its objectives? Explain the need and importance of demand forecasting. **20**
5. What is the significance of Cost-volume Profit Analysis in Management? Discuss fully. **20**
6. Discuss the nature of various costs used for the purpose of decision making by the management. **20**
7. What do you understand by Price-discrimination? What are its objectives? Is price-discrimination policy profitable and socially desirable? **20**
8. What is monopolistic competition? How does it differ from monopoly? How price is determined under monopolistic competition? **20**
9. What is meant by Profit? Is profit the reward for successful innovation? Discuss fully. **20**
10. Discuss the need and importance of Project Appraisal for business firms. What is the procedure of a new project appraisal? **20**