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**3 SEM MCOM (CBCS) ME 100**

**2024**

(December)

**COMMERCE**

Paper : 30100

**(Managerial Economics)**

Full Marks : 60

Time : Three hours

**The figures in the margin indicate full marks for the questions.**

1. (a) Write short notes on the following :  
5×3=15
- (i) Scope of Managerial Economics
  - (ii) Static and Dynamic Analysis
  - (iii) Market Equilibrium

**OR**

- (b) 'Demand forecasts are best made using a combination of quantitative and qualitative method.' Comment and cite examples to justify your opinion. 15

*Contd.*

2. (a) Graphically explain the theory of production possibility curve. Draw a comparison between production possibility curve and isoquants.

8+7=15

**OR**

- (b) Elaborately explain the concept and application of Marginal Rate of Substitution by drawing reference to the FMCG sector.

5+10=15

3. (a) 'Economists frequently say that the firm plans in the long run and operates in the short run.' Critically analyze the statement along with graphical representation.

15

**OR**

- (b) The factors influencing economies of scale may also be responsible for causing diseconomies of scale when not managed well.' Justify the statement with examples.

4. (a) Critically analyze *any three* pricing policies which managers practice in real life.

15

**OR**

- (b) Discuss *any three* theories of profit along with its criticism.