2019

B.Com.

3rd Semester Examination

MARKETING MANAGEMENT (Honours)

Paper—C 5-T

Full Marks : 60   Time : 3 Hours

The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.

Managerial Economics

1. Answer *any ten* form the following :   2×10=20

    (a)   Define price elasticity of demand.   2

    (b)   What is cross price elasticity of demand.   2

    (c)   What is marginal utility? Also define total utility.   2

    (d)   What is indifference curve?   2

    (e)   Define substitution effect.   2

    (f)   What is Giffen good?   2

    (g)   What is production function?   2

[Turn Over]

(h) What is budget line? 2

(i) Define marginal rate of substitution (MRS) 2

(j) What do you mean by isoquant? 2

(k) Define marginal rate of technical substitution.
2

(l) Distinguish between short run and long run.
2

(m) What is opportunity cost? 2

(n) Define duopoly? 2

(o) What is monopsony? 2

2. Answer *any four* from the following : 5×4=20

(a) Graph the two individual demand curve and then the market demand curve. Distinguish between change in demand and change in quantity demanded. 2+3=5

(b) Derive price elasticity of demand of a point on a linear demand curve. 5

(c) Show how a budget line is changed or shifted if price of one commodity is changed or income is changed. Show the indifference curve for two perfectly substitute goods and two perfectly complementary goods. 3+2=5

(d) Show that price effect is sum of substitution effect and income effect.   5

(e) What is marginanl productivity? Briefly explain three stages of production.   1+4=5

(f) Write down the basic feature of a perfectly competitive market. Write down the conditions for successful price discrimination.   2½+2½=5

3. Answer *any two* from the following :   10×2=20

(a) State and explain the properties of indifference curve using indifference curve, prove law of demand.   5+5=10

(b) State the factors on which elasticity of demand depends. What is price consumption curve? Write a note on revealed preference.

     2+3+5=10

(c) Explain expansion path. Write down the relation between short run and long run cost curve.   5+5=10

(d) Distinguish between firm and industry. Derive the short run supply curve of a firm working in perfectly competitive market. State the different sources of monopoly power.

     2+6+2