



Chhatrapati Shahu Ji Maharaj
University, Kanpur

Answer Script Details
Barcode 5532813

Roll No. 24154000563
Total Mark 59/75.00

Exam MASTER OF COMMERCE_ODD EXAM-DEC-24
Subject C010704T - MANAGERIAL ECONOMICS

Question wise Mark Summary

Q.No Mark Q.No Mark Q.No Mark Q.No Mark

1A 4/5

1B 4/5

1C 4/5

1D 4/5

1E 4/5

1F 4/5

1G 4/5

1H 4/5

1I 4/5

2 NA/15

3 NA/15

4 NA/15

5 12/15

6 11/15

7 NA/15

8 NA/15

9 NA/15

Chhatrapati Shahu Ji Maharaj University Kanpur, Uttar Pradesh

Date of Exam: 20/12/24 Shift: 8:30-10:30 Room No: D6
 Paper Code: C010704T Subject: Economics Year: I
 Name of Candidate: UMRA IQBAL
 Roll No: 24154000563


 Signature of Candidate

 Signature of Invigilator

 COE Facsimile

PART-II

MARKS OBTAINED										
Q.	1	2	3	4	5	6	7	8	9	10
(a)										
(b)										
(c)										
(d)										
(e)										
(f)										
(g)										
(h)										
(i)										
(j)										
Total										
Total Marks in Figures							Max. Marks			
Total Marks in Words										



C010704T
Paper Code

Signature of Evaluator

Course: Mcom
 Session: 2024-25 Year: Semester I
 Subject Name: managerial economics
 Medium: English Hindi
 Paper Code: C010704T
 Exam Date: 20122024
 Name of Candidate: UMRA IQBAL
 Father's Name: SYED IQBAL MASOOD

कक्षा का कोड
 College Code: **KNO1**
 कक्षा का कोड
 Exam Centre Code: **KNO1**

A	A	0	0
E	B	1	1
F	D	2	2
H	J	3	3
K	K	4	4
L	L	5	5
R	M	6	6
S	7	7	7
U	T	8	8
U	9	9	9
W			


परीक्षा का प्रकार
 Type of Exam:

Regular Open School
 Private Ex-Student
 Back Paper Exam

ANSWER BOOKLET NO.

5532813

Paper Code: C010704T



एनरोलमेंट नंबर
 Enrollment Number: **C S J M A 2 4 0 0 0 1 2 7 8 9 8**
 एनरोलमेंट नंबर
 Candidate's Roll Number: **2 4 1 5 4 0 0 0 5 6 3**
 पेपर का कोड
 Paper Code: **C 0 1 0 7 0 4 T**

0	0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9




 Signature of Candidate

 Signature of Invigilator
 C S Facsimile

 COE Facsimile

नोट- 1. परीक्षार्थी को निर्दिष्ट विना जाय है कि आखिर वाले को शुद्ध भाग पर अधिक सभी निर्देशों को सावधानी पूर्वक पढ़ें।
 2. कोड में भरी जाने वाली प्रतिक्रियाएँ सही भाग में शुद्ध की जाएँ। 3. चोरी की जाने पर सख्त कार्रवाई में भरा जाये।



INSTRUCTION TO THE CANDIDATE FOR FILLING PART-I

1. Read the instructions carefully given on the answer script and admit card.
2. Write Date of Exam, Shift, Paper Code & Name of Subject Correctly.
3. Write Name & Roll No. Correctly.
4. Write Semester & Branch Correctly.

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-II

1. Use blue or black ball point pen for writing alphabets & numerals in boxes.
2. Carefully study the example before you start marking.
3. As shown in the example below, blacken the circles completely.



4. Make no Stray marks on this sheet.

5. DO NOT WRITE OR MARK ON THE BAR CODE.

IN ORDER TO AVOID UFM (UNFAIR MEANS) :

1. The Roll No. and Answer Book no. found elsewhere or any other symbol found in the answer book will be treated as unfair means.
2. Any tempering of Bar Code and Booklet no shall be treated as Unfair Means.
3. Do Not bring the materials like slip of paper/mobile/digital diaries/ study material/ revision notes in examination hall. Possession of the mobiles/ digital diaries/electronic/digital/ watch and any other electronic gadget except memory less scientific calculator shall be considered as UFM case.
4. Do not keep or paste currency note in answer script it shall be consider as UFM.

अनुचित साधन से बचने हेतु :

1. उत्तर पुस्तिका के निर्दिष्ट स्थान को धीमे धीमे अनुक्रमिक एवं उत्तरपुस्तिका का प्रत्येक कड़ी और न किसी अन्य कोई भी किंचित न करने क्योंकि यह अनुचित साधन प्रयोग की शक्ति में आता है।
2. उत्तर पुस्तिका के सारकोष्ठ अथवा उत्तर पुस्तिका संख्या पर प्रेक्षित प्रश्न करने पर अनुचित साधन प्रयोग करना प्रत्येक।
3. परीक्षा कक्ष में निम्न वस्तुएं साथ न लाने, जैसे लिखे हुए कागज की टुकड़ें, मोबाईल, डिजिटल घड़ी, डिजिटल घॉब, कैंची, मुलक यह सभी वस्तुएं जो अनुचित साधन को अलग से आती है। केवल संशोधित प्रश्नपत्र में ही मेमोरी लेस साइंटिफिक कैल्कुलेटर ले जाने की अनुमति होती।
4. उत्तर पुस्तिकाओं में रुपये न रखें न ही उत्तर पुस्तिका में लिपिकावे। ऐसा करना अनुचित साधन प्रयोग की शक्ति में आता है।

प्रश्नपत्रों को खोलने के लिए निर्देश

1. प्रवेश पत्र एवं उत्तर पुस्तिका पर दिखे गये निर्देशों को ध्यान से पढ़ें।
2. कक्ष में प्रवेश के दस मिनट तक कुल न लिखें।
3. उत्तर पुस्तिका के पृष्ठों पर कोई चिह्न न लिखें।
4. प्रवेश पत्र पर अपने अनुक्रमांक को अतिरिक्त कुल न लिखें।
5. प्रवेश पत्र कोष्ठ एवं प्रवेश पत्र ID सफलतापूर्वक कुल न लिखें।
6. अपनी विधि स्पष्ट लिखें।
7. उत्तर पुस्तिका के पृष्ठों की संख्या देखें। अगर उत्तर पुस्तिका में पृष्ठ (1-24) से कम है या कटे हुए हैं, तो परीक्षा शुरू होने के पूर्व दूसरी उत्तर पुस्तिका से लें।
8. प्रश्नपत्र को देख, यदि प्रश्नपत्र को विषय कोष्ठ, विषय का नाम तथा प्रश्न में कोई त्रुटि है तो उसके परीक्षा होने के 30 मिनट के अन्दर कक्ष निरीक्षक को तुरन्त सूचित करें, उसके बाद विचारविमोक्षण प्राप्त कोई कार्य नहीं की जायेगी।
9. प्रश्नों के उत्तर लिखने से पहले परीक्षा का प्रयोग न करें।
10. ही कोपी का अतिरिक्त प्रश्न नहीं दिया जायेगा।

INSTRUCTION TO THE CANDIDATE

1. Read the instructions carefully given on the Question Paper, Admit Card & Answer Script.
2. Do not write anything on back side of the cover page.
3. Write on both sides of pages of answer book.
4. Do not write anything on question paper except Roll Number.
5. Write Paper Code & Question Paper Id carefully.
6. CHECK the number of pages (1-24) or any other kind of damage in your answer script, if found than change the answer script immediately before the commencement of examination.
7. CHECK the Question Paper for any kind of discrepancy e.g. Subject Code, Subject Name, and Question of the Question Paper during first THIRTY MINUTES of the commencement of the exam, so that it can be corrected in TIME. After that no corrections shall be entertained by the university.
8. Do not use pencil for answering the question.
9. Write status correctly e.g. those appearing in carry over papers should fill in status as Carry Over. Those appearing as Ex- Students should fill in status as ex.
10. No supplementary answer book & graph paper will be provided.

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-IV

1. Use blue or black ball point pen for writing alphabets & numerals in boxes.
2. Use blue or black ball point pen for filling the circles.

	1	8	1	5	4	3	2	1	6	9
0	0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9

Note- If your Roll No. is of 10 digits. Please leave first three columns .



SECTION - A

Answer - 1(a)

Macroeconomics and Microeconomics are two major parts of economics.

Microeconomics deals in calculation of individual value whereas macroeconomics deals in aggregate value.

<u>Basis of difference</u>	<u>Microeconomics</u>	<u>Macroeconomics</u>
Meaning	Microeconomics is that part of economics which deals with calculation of individual values.	Macroeconomics is that part of economics which deals with calculation in aggregate value.
factors	Demand, supply, cost etc are the factors included in Microeconomics	National income, aggregate of demand, aggregate of supply etc are the factors included in Macroeconomics



--	--	--	--	--	--	--	--



Calculation	Microeconomics deals in individual calculation.	Macro economics deals in aggregate calculation.
Concept	Micro economics is not a vast concept	Macro economics is a vast concept
Scope	Scope of Micro economics is less than scope of macroeconomics. It is Narrow in scope.	Scope of Macro economics is greater than scope of microeconomics. It is Broader in scope.
eg	Demand, Production function etc	National Budget, National Income etc.

Answer - 1 (b)

Managerial decisions comprises of two words Management & decisions. The decisions which are taken for the effective management or smooth flow of business by the managers or



executive are known as Managerial decisions. Managerial decisions play a very significant role in any organisation because these decisions are related with future and growth of the organisation.

Economic principles relevant to managerial decisions include -

- Effective and sound planning - with managerial decisions the firm will perform economically good by effective and sound planning.
- Choosing of economic suitable method - After calculation choosing of economically suitable method is decided by managerial decisions.

Answer - (c)

Demand refers to a person's will to buy any certain commodity.

Demand analysis and forecasting refers to method to understand the consumer's buying behaviour.

Determinants of demand includes -



--	--	--	--	--	--	--	--



- Price of a commodity
- Price of related goods
- Income
- Technology etc.

Methods of Demand forecasting includes -

- Econometrics - It is an important method which helps for analysis of demand.
- Artificial demand forecasting - It helps to identify the demand by doing forecasting.
- Market Survey - This method helps in demand forecasting.

Features or factors of good demand forecasting :-


- 1) Advice on trade relation - for good demand forecasting we should take advice on trade relations.
- 2) Advice on foreign exchange - for good demand forecasting we should take advice from foreign exchange.




- 3) Econometric model - for good demand forecasting we should follow econometric model to analyse the demand.
- 4) Market Survey - Through market survey we can do good demand forecasting.
- 5) Production Performance - Through effective production performance we can do good demand forecasting.

Answer-(d)

Utility is defined as ^{satisfaction of} usage of product or services. The amount of satisfaction received after using of any commodity is known as utility.

There are theories to measure the utility like Theory of Marginal Utility; This theory states that  utility firstly increase after consumption of product then pause and then starts declining.

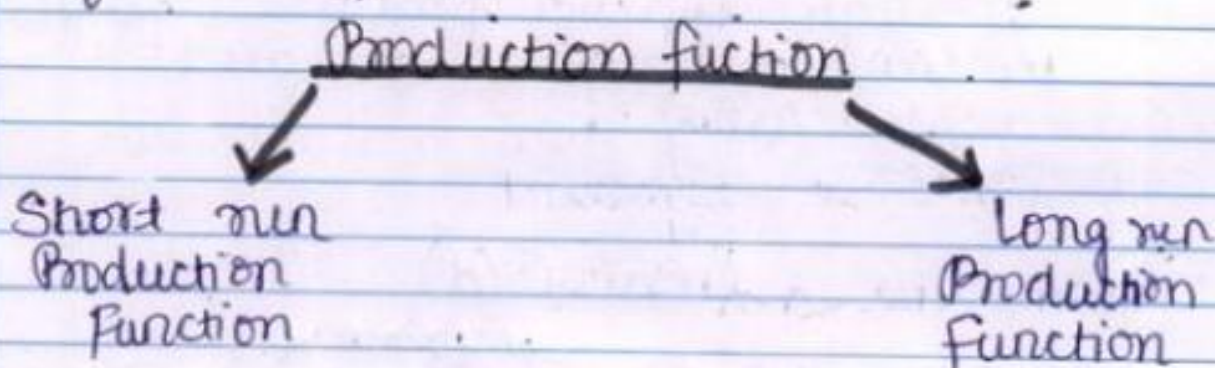
Utility is the ^{satisfaction will received after} consumption of commodity it increase but after at point all the utility received from that product it stops and then starts declining.

Types of utility include  Marginal utility or additional utility, total utility, partial utility.



Answer - (e)

Production function is a fundamental function of managerial economics. Production function is a relationship between the amount of quantity used (input) and the amount of quantity produced.



Short run production function is a function in which all the variables are fixed except few.

Long run production function is a function in which all the variables or factor of production are variable.

Assumptions of Production function →

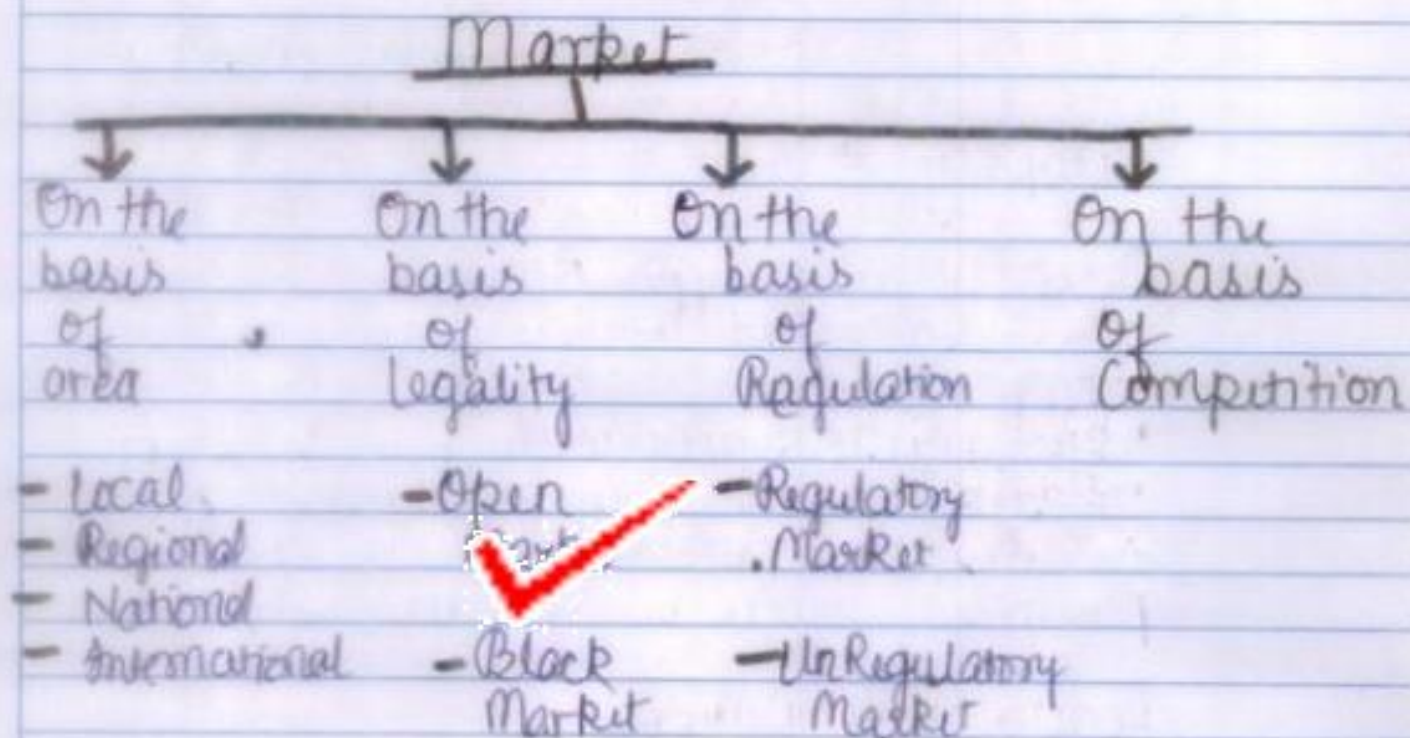
- ~ The market should be fixed.
- ~ The Technology should be same.



- ~ The method of production should be same.
- ~ In short run the factors of production should be fixed except few and in long run factors of production should be variable.

Answer - (f)

Market is a place where buyers and sellers are come in contact and there are also many types of market which includes :





On the basis of Competition

- Perfect competition Market
- Pure competition Market
- Monopoly Market
- ✓ - Duopoly Market
- Imperfect Market
 - Monopolistic market
 - Oligopoly Market

Duopoly →

Duopoly is a type of market which is characterized on the basis of competition.

Like in Monopoly only one seller or producer in the market but in duopoly more than one seller or producer will be in the market.

Features ✓ of Duopoly

→ It is a type of Market on the basis



--	--	--	--	--	--	--	--



of competition

- In this market there are more than one or two seller or producer in the market for the manufacturing of commodity.
- It comprises of two sellers or producers.

Answer:-

Pricing is a method of giving something its quantitative value.

It is a method to give value to the commodity.

Pricing of any product is set according to the respective market.

for example, in Monopoly the price of any product is set by an individual seller or producer.

In Perfect Competition, the pricing is done by all the buyers collectively.

Objectives of Pricing:-

→ To Give Economic value to the commodity.

→ To give a certain thing or value to the product according to its features.



→ It is fixed by sellers of the market

answer-(h)

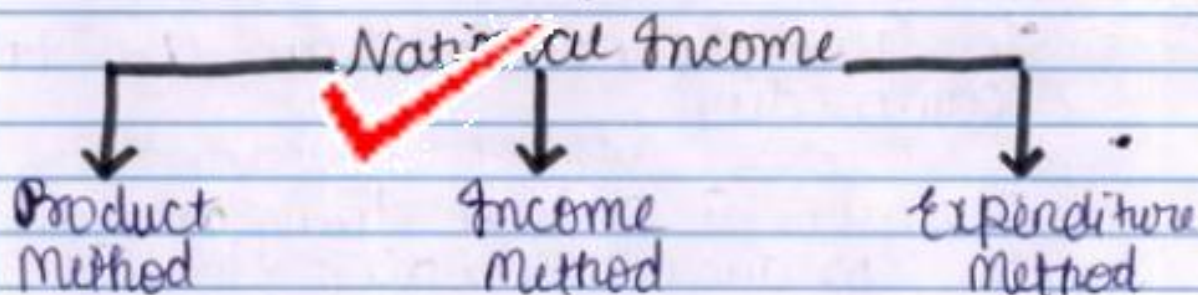
Macroeconomics is a part of economics which deals in aggregate values.

like National Income, National Budget, Fiscal policies, aggregate of demand, aggregate of supply, aggregate of production etc

National Income is a part of Macroeconomics.

National Income refers to the total income of the country by purchasing or selling of a commodity.

National Income can be computed with the help of three methods





- Difficulties faced in the calculation of national income.
- As national income is a aggregate of income it'll be little problematic to calculate.
- Conversion of Gross Domestic Product into Net domestic product or conversion of Net into Gross also create problems in computation of National Income.

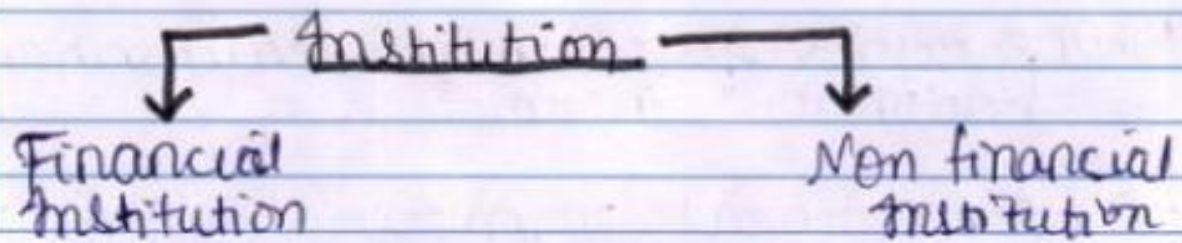
Answer - (i)

Monetary policies are those policies which are created to supply the money in an economy.

Monetary policies make sure the smooth functioning of supply of money in an economy.

Monetary policies regulate money in the economy by establishing financial institutions.

There are two type of institutions in an economy which includes —



includes Banks



Monetary policies includes CRR Cash Reserve ratio, liquidity reserve ratio, Bank rate etc.

These policies help the supply of money in an economy.

fiscal and ~~monetary~~ monetary policies are also the





SECTION-B

Answer-5

Managerial economics refers to a concept of applying microeconomic principles to business decision making.

It is a framework which helps managers in planning, costing, production etc.

The scope of managerial economics is very broad.

It includes demand, supply, production function etc.

Managerial economics is a part of economics. It is the economic which is used by management.


Functions of Managerial Economics -

- 1) Decision Making - Managerial Economics plays a very prominent role in decision making process in an organisation. Managerial economics helps managers in decision making so that it make decisions regarding the future of an organisation.



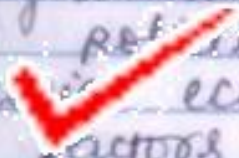
- 2) Maximisation of Profit - Managerial Economics helps in maximisation of profit of the organisation which is very important motive of any organisation.
- 3) Demand - Managerial Economics helps the organisation in demand process. It helps to understand the buying behaviour of consumer.
- 4) Production - Managerial Economics helps in production function in an organisation. Production process plays a very significant role in any organisation.
- 5) Planning & forecasting - Managerial Economics helps in planning of policies and forecasting of situation in an organisation which is very important for the future of any organisation.
- 6) Managerial Economics is a science - Managerial Economics follows systematic rules and norms. That is why it is a science.



- 7) Management economics is an art - management economics performs art function that's why it is an art.
- 8) Supply - Managerial economics helps in understanding the supply of commodity in a market.
- 9) Variations - Managerial economics helps to understand the variations in an organisation.
- 10) Scope -  scope of managerial economics is very broad.

Fundamental concepts in managerial economics that aids decision making includes the analysis of different dimensions of a market, which will be important for decision making process.

With the proper decision making there will be proper regulation and implementation of plans and policies in organisation.

As managerial economics has many determining  factors like demand, supply, production function, cost function all these factors act as a aids in decision making process of an organisation.



SECTION-C

Answer-6

Demand refers to a process of understanding a person will be buying now.
Demand and price of a commodity have an inverse relationship.

$$d \propto \frac{1}{P}$$

Theory of demand is a theory which states that demand of any commodity is inversely related to the ~~demand~~ price of any commodity.
When the ~~demand~~ price increases, demand of any commodity decreases and when price decreases demand of any commodity increases.

Determinants of demand :-

- 1) Price of a commodity - It refers to the value of any product.
- 2) Price of related goods - It includes



Price factor is known as price elasticity of demand

- Positive change when demand curve move towards right
- Negative change when demand curve move towards left or shift of curve towards left.

2) Income Elasticity of demand -
When the demand of commodity is affected by income of the consumer that will be known as income elasticity of demand.

When the income of consumer change it leads towards shift in demand curve.

The change or shift in demand curve due to income of consumer is known as income elasticity of demand.

3) Cross price elasticity of demand -
When demand of a commodity is affected by demand of other commodity that will be known as cross price elasticity of demand.

The change or shift in demand curve due to demand of another commodity

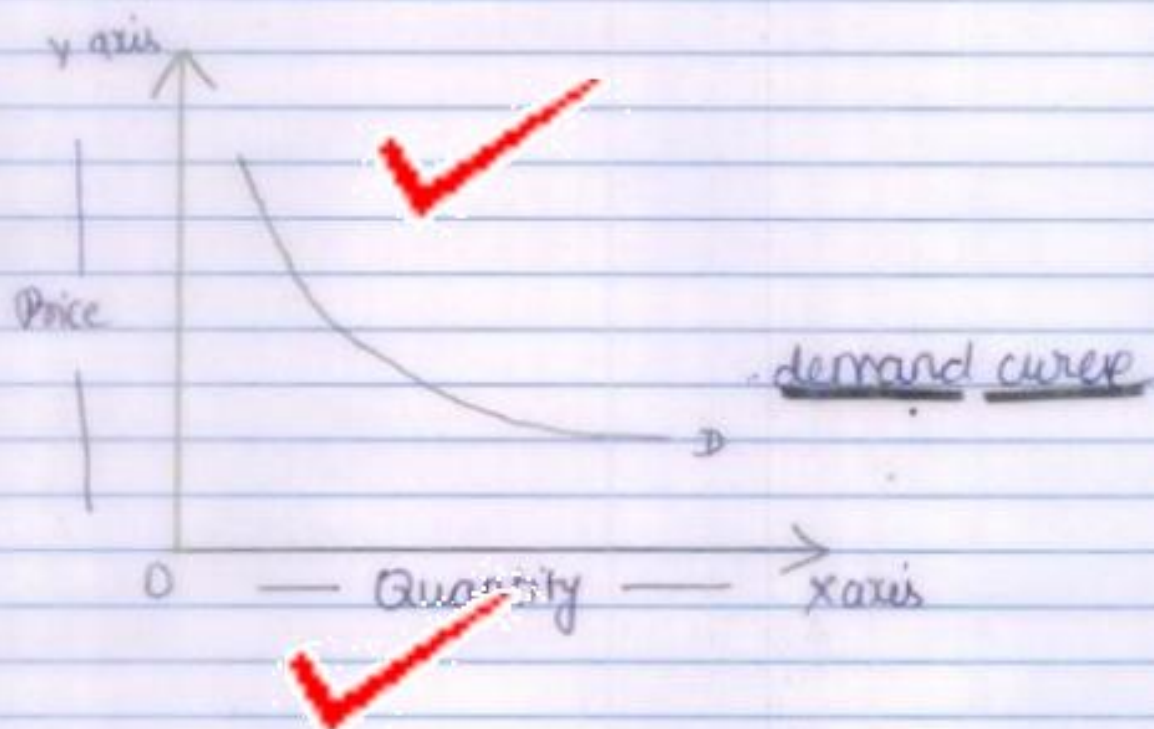


is known as cross price elasticity of demand.

Exceptions of demand Theory -

~ Veblen goods Demand increase with increase in price like expensive car, rugs, furnitures etc.

~ Giffen goods Demand increase with increase in price.



Do Not Write anything in this Portion



Paper Code

--	--	--	--	--	--	--	--	--	--



20





Paper Code

--	--	--	--	--	--	--	--	--	--



21



Do Not Write anything in this Portion



Paper Code

--	--	--	--	--	--	--	--



22





Paper Code

--	--	--	--	--	--	--	--	--	--



23



Do Not Write anything in this Portion



Paper Code

--	--	--	--	--	--	--	--	--	--



24

