SHREE NARAYANA COLLEGE OF COMMERCE
AHMEDABAD

Name of the Department: **ECONOMICS**
Subject: **MANAGERIAL ECONOMICS**
Subject code: **MDC-234**
Class & Semester: **B. COM. SEMESTER – I**
Faculty Name: **DR. JIGNESH KAUANGAL & DR. ASHUTOSH PANDEY**

ASSIGNMENT (2026 – 2027)

UNIT 1

1) Define Managerial Economics. Explain the nature & characteristics of Managerial Economics.
2) Explain the scope of Managerial economics.
3) Explain the importance or significance of managerial economics.
4) Explain the various Roles of a managerial economist.
5) Explain the responsibilities of a Managerial Economist.

UNIT 2

1) Explain "The incremental concept".
2) Explain "The Concept of Opportunity Cost".
3) Write a detailed note on
    a) The concept of Time perspective
    b) Equi-Marginal Economics
4) Critically discuss the theory of Risk and Uncertainty.

UNIT 3

1) Explain the difference:
    a) Consumer goods & Producer's goods
    b) Durable and perishable goods
2) What is demand?
3) State and explain the different types of demand.

4) Explain the concept of Price elasticity of demand & describe its types.
5) Explain the different methods of measuring price elasticity of demand.
6) What is the income elasticity of demand? Describe its types.
    a. Discuss the factors affecting price elasticity of demand.
    b. Discuss the factors affecting the income elasticity of demand.
    c. Explain the concept of cross-elasticity of demand & describe its types.

UNIT 4

1) Write a note on the following:
    a) Accounting cost & Economic Cost
    b) Actual cost & Opportunity cost
    c) Direct cost & Indirect cost
    d) Private cost & Social Cost
    e) Explicit cost & Implicit cost
    f) Business cost & Full Cost
    g) Incremental cost & Marginal cost

2) Explain the following cost concepts:
    a) Fixed Cost
    b) Variable Cost
    c) Average Fixed Cost
    d) Average Variable Cost
    e) Total Cost
    f) Marginal Cost

3) Explain the concept of marginal cost and average cost with a figure and clarify their relationship.

4) Explain the Short run & Long Run cost Production Function.

Multiple Choice Questions

1) Which method is commonly used in Managerial Economics for decision-making?
   a) Motivator Method
   b) Corporation Method
   c) Experimental Method
   d) Comparative Method
2) What is another name for the principle of growth in managerial economics?
   a) Marginal Principal
   b) Principle of superfluity
   c) Crafting of compensation Principal
   d) Expenses benefit analysis
3) In the context of Managerial Economics, short-run decisions are mainly related to what?
   a) Incremental cost
   b) Total cost
   c) Capital Investment
   d) Long-term profitability
4) What is an example of random risk?
   a) Changes in Interest rates
   b) Economic recession
   c) Management decisions
   d) Inflation
5) Which of the following goods can have a price -related demand?
   a) Grain
   b) T.V.
   c) Citation
   d) Doctor's Service
6) Which of the following is an example of indirect cost?
   a) Raw Materials
   b) Direct labour
   c) Consumption
   d) Packaging Price

7) What is the practical application of the principle of incremental cost?
    a) In planning
    b) In taking permission
    c) In taking loan
    d) In decision making
8) Which of the following costs is variable in the short run?
    a) Land Rent
    b) Bank Loan Interest
    c) Wages of permanent staff
    d) Cost of raw material
9) Slope of demand curve at zero income elasticity
    a) Positive
    b) Negative
    c) Parallel to X-axis
    d) Parallel to Y-axis
10) Marginal cost is __________________
    a) Cost of 1^{st} Unit
    b) Cost of 2^{nd} Unit
    c) Cost of an Intermediate Unit
    d) Cost of an Additional Unit

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