

MS-09

Management Programme

**ASSIGNMENT
SECOND SEMESTER
2014**

MS - 09: Managerial Economics



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS-09
Course Title	:	Managerial Economics
Assignment Code	:	MS-09/TMA/SEM-II/2014
Coverage	:	All Blocks

Note : Attempt all the questions and submit this assignment on or before 31st October, 2014 to the coordinator of your study center.

1. Explain the objectives of a firm. How is profit maximization the most important objective of a firm? Discuss.
2. What are the marketing approaches to demand measurement? Explain how Delphi Technique is different from Market Experiments Technique.
3. Differentiate between Economies of Scale and Economies of Scope. Give examples.
4.
 - (a) Briefly explain the Profit Maximizing output in the short run
 - (b) Determine the equilibrium price and equilibrium output of the firm under perfect competition, in the following situation:

Aggregate Demand: $Q = 50 - 1.0p$
Aggregate Supply: $Q = 20 + 2.0p$
5. Discuss in detail the Chronology of Indian Telecom deregulation from 1992 to 2003.
6. Write Short Notes on the following:
 - (a) Cross Price Elasticity
 - (b) Total Product and Marginal Product
 - (c) Cartel Profit Maximization