

NATIONAL LAW UNIVERSITY, JODHPUR
End Term Examination August-December - 2025
UG III Semester
Managerial Economics

28 NOV 2025

Time: Three Hours

Marks: 100

Instructions:

- i) *Attempt any five questions out of six questions.*
- ii) *Adhere to the examination rules.*

Q.1). What are the new management tools developed to optimize the revenues, profits and performance of a business organization? Explain.

(Marks 20)

Q.2). How does Goldin's framework explain the persistent gender gap in corporate governance through the interaction of supply and demand side factors?

(Marks 20)

Q.3). Explain the following methods of demand forecasting:-

- i. Barometric method
- ii. Market Experiments
- iii. Input-Output Forecasting

(Marks 12+4+4=20)

Q.4). Examine the reasons behind the operations of the increasing, constant and decreasing returns to scale in a business firm.

(Marks 20)

Q.5). What factors made it difficult for the Competition Commission of India to detect and prove the existence of a cartel in the cement industry? What economic consequences did the cartel have on consumers, builders, and the Indian economy at large?

(Marks 20)

Q.6). A. Identify and explain the pricing practices followed by Make my trip, an online travel booking platform.

B. Explain the following pricing practices: Anchoring Pricing, Peak Load Pricing, and Bundling.

(Marks 10+10=20)

