

Subject : BM Elective-I b) Managerial Economics

Day : Saturday
Date : 11/06/2016



Time : 02.00 P.M. TO 05.00 P.M.
Max Marks : 80 Total Pages : 1

N.B.

- 1) Attempt any **THREE** questions from Section – I and any **TWO** from Section – II.
 - 2) All question carry **EQUAL** marks.
 - 3) Both sections should be written in the **SEPARATE** answer book.
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SECTION - I

- Q.1** Define “Managerial Economics”. Explain nature of study of managerial economics.
- Q.2** Define “firm”. State and explain various types of firm.
- Q.3** State “Law of demand”. What factors affect demand?
- Q.4** Distinguish between price, income, and cross elasticity of demand.
- Q.5** Write short notes on (**any TWO**)
- a) Micro and Macro economics
 - b) slope and elasticity
 - c) Value Maximization principle

SECTION - II

- Q.6** Draw diagram for following types of ‘Cost’
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|-----------|-----------|-----------|
| a) T.F.C. | b) T.V.C. | c) T.C. |
| d) A.F.C. | e) A.V.C. | f) A.T.C. |
- Q.7** State and explain “Law of Returns to scale”.
- Q.8** Write a detailed note on “Demand forecasting”.

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