

Subject : BM Elective-I b) Managerial Economics

Day : Friday
Date : 16/12/2016



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

N. B. :

- 1) Solve **ANY FIVE** questions from Section – I.
 - 2) Solve **ANY TWO** questions from Section – II.
 - 3) Figures to the right indicate **FULL** marks.
 - 4) Both the sections should be written in the **SAME** answer book.
 - 5) Draw neat and labeled diagram **WHEREVER** necessary.
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SECTION - I

- Q. 1** Discuss in brief nature and scope of Managerial Economics. **(10)**
- Q. 2** “Opportunity Cost is opportunity Lost”. Explain with reference to Managerial Economics. **(10)**
- Q. 3** Define ‘Demand’ and ‘Demand Curve’ and ‘Law of Demand’. **(10)**
- Q. 4** Distinguish clearly between: **(10)**
- a) Explicit and Implicit cost
 - b) Average Cost and Marginal Cost
- Q. 5** Define ‘Price Elasticity of Demand’ with diagram show elastic, inelastic and unit elastic demand curves. **(10)**
- Q. 6** Write short notes on **ANY TWO** of the following: **(10)**
- a) Production function
 - b) Isoquants
 - c) Economies of scales

SECTION - II

- Q. 7** Show the Long Run Equilibrium under Perfect Market. **(15)**
- Q. 8** Write a detailed note on “Break Even Analysis”. **(15)**
- Q.9** Discuss various pricing strategies adopted by firms. **(15)**