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RB-1711

First Year B. B. A. (Sem. II) Examination

April / May – 2010

Managerial Economics

Time : 3 Hours]

[Total Marks :

Instructions :

(1)

नीचे दृशावेक निशानीवाणी विगतो उत्तरवडी पर अवश्य कभवी. Fillup strictly the details of signs on your answer book.		Seat No. :	
Name of the Examination :		<input type="text"/>	
Name of the Subject :		<input type="text"/>	
Subject Code No. : <input type="text" value="1"/> <input type="text" value="7"/> <input type="text" value="1"/> <input type="text" value="1"/>		Section No. (1, 2,.....) : <input type="text" value="Nil"/>	
		Student's Signature	

(2) All questions are **compulsory**.

(3) Figures to the right indicate full marks of each question.

1 Answer the following questions briefly. **10**

- (i) Define advertisement elasticity of demand.
- (ii) What is marginal rate of technical substitution?
- (iii) What is opportunity cost?
- (iv) State the features of monopoly market.
- (v) Differentiate ISO-quants and ISO-cost lines.

2 Discuss in detail the role and responsibility of a managerial economist. **12**

OR

2 Discuss Cobb-Douglas production function. **12**

3 What is income elasticity of demand? Explain its types and significance in decision making process. **12**

OR

3 What is price discrimination? When price discrimination is possible and profitable? Discuss. **12**

RB-1711]

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[Contd...

- 4 State the characteristics of perfect competition market. **12**
Explain how a firm under perfect competition market attains equilibrium in short run and long run.

OR

- 4 What is break even point? Explain how break even point is determined for a monoprodut firm. **12**
Substantiate your answer with illustration.

- 5 Write an explanatory note on : **12**
(a) Need and nature of capital budgeting.
(b) Payback method of capital budgeting.

OR

- 5 Write a note on : **12**
(a) Cost benefit analysis
(b) Basic features of case method.
- 6 Write short notes on (any two) **12**
(a) Monopolistic wastage
(b) Selling cost
(c) Price leadership.