

Total No. of Questions : 5]

P5515

SEAT No. :

[Total No. of Pages : 2

[5659]-5003

First Year Master in Business Administration (M.B.A.)

**ECONOMIC ANALYSIS FOR BUSINESS DECISIONS**

(2019 Pattern) (Semester - I)

Time : 2 : 30 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Draw neat labeled diagrams wherever necessary.
- 2) Figures to the right indicate full marks.
- 3) All Questions are compulsory.

Q1) Solve any five.

[10]

a) \_\_\_\_\_ defined economics as a study of mankind in the ordinary.[2]

business of life.

- i) Adam Smith
- ii) Lionel Robbins
- iii) Samuelson
- iv) Alfred Marshall

b) Which are the exception to the Law of Demand?

[2]

c) What is Marginal Cost?

[2]

d) Monopolistic competition differs from perfect competition primarily because:

[2]

i) In perfect competition, firms can differentiate their products.

ii) In monopolistic competition, firms can differentiate their products.

iii) In monopolistic competition, there are relatively few barriers to entry.

iv) In monopolistic competition, entry into the industry is blocked.

e) Define Managerial Economics.

[2]

P.T.O.

f) Define the concept elasticity of demand.

[2]

g) What is Social Cost?

[2]

h) List the phases of Business Cycle.

[2]

Q2) Solve any two

[10]

a) Explain Micro economics and describe it's importance.

[5]

b) Explain Sales-force opinion method.

[5]

c) What type of market structure best describes the Indian telecom industry?

[5]

Q3) Solve any one .

[10]

a) "Market can experience only normal profit situation in the long run in perfect competition", comment.

[10]

b) What are the various types of pricing policies explain with suitable examples?

[10]

Q4) Solve any one

[10]

a) Explain how Williamson's Managerial Discretionary theory works?

[10]

b) State and Explain the Law of Demand, with exceptions to the Law of demand with suitable example and graphs?

[10]

Q5) Solve any one

[10]

a) Explain the collusive and Non-collusive Oligopoly.

[10]

b) Explain Profit Maximisation Theory of the firm.

[10]



[5659]-5003

2