

M.C.A. (Sem - I)
Principles of Economics and Management
(May-2017)

Q.P. Code :02523

[Marks:100]

- N.B:**
1. **Question No. 1 is compulsory.**
 2. **Attempt any four from Question No. 2 to 7.**
 3. **Illustrate answers with proper example wherever necessary.**

- Q.1 a. Define and explain the elasticity of demand. What are the factors that affect it? 10
b. What do you mean by Management? Explain the functions of management. 10
- Q.2 a. What is demand forecasting? Explain the methods of demand forecasting. 10
b. Discuss the scope and nature of managerial economics? What are the roles and responsibilities of managerial economist? 10
- Q.3 a. What is break even analysis? What is BEP? Explain with suitable examples. 10
b. Explain Expert opinion method. 10
- Q.4 a. Describe different market structures with suitable examples. 10
b. Write short note on : 1. Market Equilibrium 2. Cost Control and Cost Reduction. 10
- Q.5 a. Explain decision making process in detail. 10
b. Explain the 4 P's of marketing with suitable examples. 10
- Q.6 a. Explain Maslow's theory of motivation. 10
b. Discuss the various types of interview techniques used in selection of employees. 10
- Q.7 Write short notes on any 4 20
1. Delegation of authority
 2. Planning and its importance
 3. Performance Appraisal
 4. MBO
 5. Hawthorne Experiment