

N.B. 1) Question No. 1 is compulsory

2) Attempt any four from the remaining Questions No. 2 to No. 7.

3) Illustrate answers with proper example wherever necessary.

- Q 1.** a) What do you understand by Law of Demand? What factors are important in explaining the law of demand? 10
b) “Economics of scale may be either internal or external they may be technical, managerial, financial or risk – bearing” – Elucidate. 10
- Q 2.** a) Define managerial Economics. What are the roles and functions of Management? Explain. 10
b) Explain the methods of Demand Forecasting? 10
- Q 3.** a) What do you mean by performance appraisal? Explain any two methods of performance appraisal? 10
b) What are the various Leadership theories? Explain theory X and theory Y in details. 10
- Q 4.** a) What is Break Even Point? Explain in details. 10
b) What is Planning? Explain the features and importance of planning. 10
- Q 5.** a) Explain the four P’s of Marketing with suitable examples. 10
b) Distinguish between “delegation of authority” and “decentralization”. What should be done to ensure effective delegation of authority in a business enterprise? 10
- Q 6.** a) Monopolistic competition does not offer equilibrium in the short run to the industry. Why? 10
b) Explain the function of law of supply. 10
- Q 7** Write short notes on: (Any 4) 20
a) Market Research
b) Compensation
c) Product Mix
d) Market Mix
e) HRM
f) Motivation
