

**MCA (SEM-I)****Principles of Economics & Management****QP CODE : 510401****OCT-2016****(3 Hours)****Total Marks: 100****N.B. 1. Question No.1 is compulsory****2. Attempt any four from Question No. 2 to 7****3. Answer to the questions should be grouped and written together****4. Figures to the right indicates full marks assigned to the question**

- Q1 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)
- Q2 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)
- Q3 a What is break even analysis? What is BEP? Explain with suitable example. (10)
- b Explain Expert opinion method. (10)
- Q4 a Describe different market structures with suitable example. (10)
- b Write short note on : 1. Market Equilibrium 2. Cost Control and Cost Reduction. (10)
- Q5 a Explain decision making process in detail. (10)
- b Explain the 4 P's of marketing with suitable example. (10)
- Q6 a Explain Maslow's theory of motivation. (10)
- b Discuss the various types of interview techniques used in selection of employs. (10)
- Q7 Write short notes on any 4 (20)
1. Delegation of authority
  2. Planning and its importance
  3. Performance Appraisal
  4. MBO
  5. Hawthorne Experiment
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