

Exam. Code: 0311
Sub. Code: 2687

2022
M.Com. (E.F.B.) First Semester
FB-101: Economics for Entrepreneurs

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast two questions from each Unit. All questions carry equal marks.

X-X-X

UNIT-I

1. Explain significance and features of managerial economics. What role does the managerial economist play in business?
2. Drive the law of demand. What are the factors affecting individual demand?
3. What is demand forecasting? Critically analyze the various methods of demand forecasting?
4. Explain the law of variable proportions. What are the different stages of production? In which stage will a rational producer operate?
5. Explain the shapes of short-run cost curves. Analyse the relationship between average costs and marginal cost curves.

UNIT-II

6. What is meant by pricing strategy? What pricing strategies are adopted in public utility services?
7. Explain the objectives of a firm from the point of managerial theories. Why profit maximization is not the sole aim of a business firm?
8. Discuss in detail the behavioral theory of firm. What are the limitations of this theory?
9. What are the investment decisions? Explain the conventional and modern methods of investment decisions?
10. What do understand by capital budgeting? Explain the various steps involved in capital budgeting?

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