

1115  
Master of Entrepreneurship and Family Business  
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**

- I. Discuss various determinants of demand of mobile handsets.
- II. Critically evaluate various Qualitative techniques of demand forecasting.
- III. Discuss the scope of managerial economics.
- IV. Discuss various market environment factors on which the output decision of the firm is based.
- V. Discuss various factors on which production cost of a firm depends.

**UNIT - II**

- VI. Analyze various types of market structure that can exist in real world.
- VII. Evaluate various methods of pricing practices used in practice.
- VIII. Critically evaluate various objectives of the firm.
- IX. Critically evaluate various managerial objectives of the firm.
- X. Discuss the concepts of risk and uncertainty in economics.

x-x-x