

Exam. Code: 0311
Sub. Code: 25375

2124

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

- I. Define Managerial Economics. Explain nature and scope of managerial economics.
- II. Derive the law of demand. What are the factors affecting individual demand.
- III. Explain demand theory and techniques of demand estimation and forecasting.
- IV. Explain Production and Cost concept. Give relevance of cost theories in business decision making.
- V. Give Empirical Estimates of Production and Costs analysis with effect of Price output decision by the Firm and the Industry.

UNIT - II

- VI. What is meant by pricing strategy? What pricing strategies are adopted in public utility services?
- VII. Discuss in detail behavioral theory of firm. What are the limitations of this theory?
- VIII. Explain economics of risk and uncertainty. How can they be measured using probability distribution?
- IX. Explain market structure and degree of competition between large group and small group with analysis of market structure.
- X. Critically examine the pricing strategies in context with different market forms and situations.

x-x-x