

ME & BE

4007-02

Printed Pages : 4

Degree (Part-I) Vocational (Hons.) Examination, 2019

BBM - 1st Year

[Paper : Second]

[PPU-D-IV(H)-BBM-2]

Time : Three Hours]

[Maximum Marks : 100

Note : Candidates are required to give their answers in their own words as far as practicable. The questions are of equal value. Answer **any five** questions, selecting not more than **three** from any group.

GROUP-A

1. Discuss the concept of Managerial Economics. Define the objectives and need of it.
2. What do you mean by Demand ? Discuss various methods of demand forecasting.
3. Briefly state the characteristics of Oligopoly and Duopoly market. How the price is determined in oligopoly market?
4. Explain the Law of Returns to Scale. Discuss various types of returns to scale in detail.

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(1)

[P.T.O.]

5. What is National Income ? Describe the various methods of measuring national income.

6. Write short notes on **any two** of the following :

(a) Cardinal Utility

(b) Capital Budgeting

(c) Indifference Curve technique

(d) Price Discrimination

GROUP-B

7. What do you mean by Economic Liberalization ? State its features and importance.

8. What is Multinational Corporation ? Discuss the merits and demerits of it in national development.

9. Explain the term Business Organization. Discuss various types of business organization in detail.

10. Briefly explain the features and importance of sales of goods act.

11. State and explain various factors affecting investment in an economy.

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12. Write short notes on **any two** of the following :

- (a) FEMA
- (b) Industrial policy
- (c) Exit policy
- (d) Structure of Indian economy

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