



SB-1361

**First Year B.B.A. (Sem. - II) Examination**  
**March/April - 2011**  
**Managerial Economics And Business Organisation**  
*(New Course)*

Time : 3 Hours]

[Total Marks : 100

**Instructions :**

(1)

नीचे दशांशविक निशानीवाणी विगतो उत्तरवडी पर अवश्य लखवी.  
Fillup strictly the details of signs on your answer book.

Name of the Examination :  
F. Y. B.B.A. (Sem. - 2)

Name of the Subject :  
Managerial Economics And Business Organisation

Subject Code No. : 1 3 6 1 Section No. (1, 2,.....): NIL

Seat No. :

Student's Signature

- (2) Question No. 1 is compulsory.  
(3) Figures to the right indicate full marks for the question.  
(3) Clearly indicate the options you attempt.

- 1 Briefly answer the following questions : 10  
(i) Define managerial economics.  
(ii) Differentiate between a joint stock company and a joint venture.  
(iii) What is "Marginal Rate of Technical Substitution" ?  
(iv) What is capital budgeting ?  
(v) Mention the motives of dumping.

- 2 Discuss the role and responsibilities of a managerial economist. 12

OR

- 2 (a) What is iso-quant ? Explain its properties. 6  
(b) Explain Cobb-Douglas production function. 6

- 3 What is sole partnership ? Discuss its main features. Under what circumstances this form of business organization can work successfully ? 12

OR

SB-1361]

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[Contd...

- 3 (a) What is public enterprise ? Bring out the main benefits of public enterprise. 6  
(b) What is Multinational Company (MNC) ? Discuss its demerits in a developing economy. 6
- 4 Explain the meaning of monopoly and discuss the features. 12  
Explain the equilibrium of a firm under monopoly.
- OR**
- 4 What is break even point ? How the break-even point is determined for a mono-product firm ? Explain with suitable illustration and diagram. 12
- 5 (a) Pay-back method 6  
(b) Case method
- OR**
- 5 Which method would you prefer to appraise the profitability of an investment proposal ? Give reasons for your answer. 12
- 6 Write short notes : (any two) 12  
(i) Ridge lines  
(ii) Capital rationing  
(iii) Difference between public company and private company  
(iv) Law of variable proportions.
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