



UA-3519
B. B. A. (Sem. II) Examination
March/April - 2012
Managerial Economics for
Business Organization

Time : Hours]

[Total Marks : 70

Instructions :

(1)

<p>નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination :</p> <p>B. B. A. (SEM. 2)</p> <p>Name of the Subject :</p> <p>MANAGERIAL ECONOMICS FOR BUSINESS ORGANIZATION</p> <p>Subject Code No. : 3 5 1 9 Section No. (1, 2,.....) : NIL</p>	<p>Seat No. :</p> <table border="1" style="width: 100%; height: 20px;"><tr><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td></tr></table> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; margin-top: 10px;">Student's Signature</div>						

- (2) All questions are compulsory.
- (3) Figures to the right indicate marks against the question.
- (4) To the point answer is expected.
- (5) Draw a diagram where it is necessary.

1 Answer in brief : 10

- (1) What are ridge lines ?
- (2) Why MRTS is downward sloping ?
- (3) What is the difference between joint venture and joint stock company ?
- (4) State the internal and external sources of capital funds.
- (5) State the classification of factors of production.

2 What is production function ? Explain its significance in managerial decision making. 12

OR

- 2 What is the difference between iso quants and iso cost lines ? Explain the least cost combination of factors with the help of these lines. 12
- 3 Explain the stages of returns to scale and expansion path. 12
- OR**
- 3 Write an explanatory note on :
- (a) Net Present Value Criterion. 6
- (b) Profitability Index Criterion. 6
- 4 What is cost benefit analysis ? Explain its limitations. 12
- OR**
- 4 Explain traditional methods of investment appraisal payback period method. 12
- 5 What is partnership ? Explain its merits and demerits. 12
- OR**
- 5 Differentiate the concepts of joint stock company and joint venture in detail. 12
- 6 Write short notes on : (any two) 12
- (1) Cobb Dougals Production function
- (2) Linear Homogeneous production function
- (3) Methodology of cost benefit
- (4) Features of case study method.
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