



UA-3521

B. B. A. (Sem. II) (ATKT) Examination
March/April – 2012

Managerial Economics & Business Organisation

Time : Hours]

[Total Marks : 70

Instructions :

(1)

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fillup strictly the details of signs on your answer book.

Name of the Examination :
B. B. A. (Sem. 2) (ATKT)

Name of the Subject :
Managerial Economics & Business Organisation

Subject Code No. : **3 5 2 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 of the questions.
(4) Draw the diagram wherever **necessary**.

- 1 Answer in brief : 10
(i) State the features of managerial economics.
(ii) What is production function ?
(iii) State the difference between joint stock company and joint venture.
(iv) What is meant by dumping ?
(v) State the difference between net profit and gross profit.

- 2 What is managerial economics ? Discuss the nature and scope of managerial economics. 12

OR

- 2 Write an explanatory notes on : 12
(a) Opportunity cost principle
(b) Discounting principle.

- 3 Explain in detail the law of variable proportions. 12

OR

3 What is the difference between iso-quants and iso-cost lines ? Explain the least cost combination of factors. **12**

4 What is meant by multinational corporations ? Discuss in detail its merits and demerits. **12**

OR

4 What is co-operative sector ? Explain merits and demerits of co-operative sector in detail. **12**

5 What is price - discrimination ? Under what circumstances it is possible and profitable ? **12**

OR

5 State the features of monopolistic competition. How a firm under monopolistic competition attains equilibrium in short run and long-run. **12**

6 Write short notes : (any two) **12**

- (a) Cobb-Donglas production function
- (b) Capital rationing
- (c) Average rate of return method
- (d) Characteristics of perfect competition.
