



UA-3519

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

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृशविवेक निशानीवाणी विगतो उत्तरवही पर अवश्य लपची. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
B. B. A. (SEM. 2)	<input type="text"/>
Name of the Subject :	<input type="text"/>
MANAGERIAL ECONOMICS FOR BUSINESS ORGANIZATION	<input type="text"/>
Subject Code No. : <input type="text"/> 3 <input type="text"/> 5 <input type="text"/> 1 <input type="text"/> 9	Section No. (1, 2,.....): <input type="text"/> NIL
	Student's Signature

- (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

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1

[Contd...

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.