Roll No. [ ]

Total No. of Pages : 02

Total No. of Questions : 09

BHMCT (Sem.–6)

MANAGERIAL ECONOMICS

Subject Code : BH-312

M.Code : 14567

Date of Examination : 23-05-2024

Time : 3 Hrs. **Max. Marks : 30**

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying ONE mark each.**
2. **SECTION-B contains FIVE questions carrying $2^1/_2$ (Two and Half) marks each and students has to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying FIVE marks each and students have to attempt any TWO questions.**

SECTION-A

1. **Write short notes on :**

   a. Macro Economics.

   b. marginal cost.

   c. Cost reduction.

   d. Advertising.

   e. Average and Marginal production.

   f. Monopoly Competition.

   g. Commercial banks.

   h. Demand of a product.

   i. Giffen Goods.

   j. Personal selling.

SECTION-B

2. How the cost can be controlled?

3. What are the various types of commercial banks?

4. Discuss the various pricing strategies.

5. What is want? What are the various determinants of demand?

6. "*Advertisement helps in increasing the demand of a product.*" How?

SECTION-C

7. Difference between short run and long run costs. Discuss the relationship between various costs.

8. Discuss the price and output decision under monopoly competition.

9. Discuss the various techniques of demand forecasting.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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SECTION-A

1. **Write short notes on:**

   i. Market Survey

   ii. Pricing Policy

   iii. Market Competition

   iv. Advertising

   v. Direct Demand

   vi. Direct Cost

   vii. Perfect Competition

   viii. Profit Margins

   ix. Value Based Pricing

   x. Elasticity of Demand

SECTION-B

2. Explain the role and responsibility of managerial economist.

3. With help of examples, explain concepts of cost.

4. Give the methods of Pricing.

5. Give the relevance of price forecasting in hotels.

6. Differentiate between advertising and sales promotion.

SECTION-C

7. Explain the methods of demand forecasting.

8. With help of examples, explain price and output decision under monopoly.

9. Discuss pricing problems and price methods.

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