

Total No. of Questions : 5]

PC-3254



SEAT No. :

[Total No. of Pages : 2

M.B.A.

**103-GC-03: Economic Analysis For Business Decisions
(2024 Pattern) (Semester - I)**

Time : 2½ Hours]

[Max. Marks : 50

Instruction to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Draw graphs wherever necessary.*

Q1) Attempt any 5 questions. (carry 2 marks each) : [10]

- a) Give the two examples of when is demand curve "Positive Slope".
- b) What is meant by Price Discrimination?
- c) Define Giffen Goods.
- d) Explain Social Cost.
- e) Define Multiplier.
- f) Explain Negative Cross Elasticity with an example.
- g) Explain the statement of law of diminishing marginal utility.
- h) Income Elasticity of Demand for Inferior Good is
 - i) Less than one
 - ii) Less than zero
 - iii) Equal to one
 - iv) Greater than one

P.T.O.

Q2) Attempt any 2 questions. (carry 5 marks each) :

[10]

- a) Differentiate between Micro and Macro Economics.
- b) Explain the Objectives of Pricing Policies.
- c) What will happen if the price prevailing in the market is
 - i) above the equilibrium price?
 - ii) below the equilibrium price?

Q3) a) What is Business Cycle? Explain Different Phases of Business Cycle. [10]

OR

- b) Explain the different types of market structure.

Q4) a) What is Demand Forecasting? List the Various demand forecasting methods. [10]

OR

- b) In this competitive world, managerial economics bridges the gap between economic theory & business practice- Discuss.

Q5) a) Explain the different types of Price elasticity of demand. [10]

OR

- b) Imagine that you are managing a small firm and thinking about entering the market of a monopolist. The monopolist is currently charging a high price and you have calculated that you can make a nice profit charging 10% less than the monopolist. Before you go ahead and challenge the monopolist, what possibility should you consider for how the monopolist might react?

