

Seat No. : _____

DB-104

December -2017

B.B.A., Sem.-III

CC-204 : Managerial Economics – I

Time : 3 Hours]

[Max. Marks : 70

1. (A) Define Managerial Economics. Discuss its characteristics. 7
OR
Differentiate :
(i) Consumer's Goods Demand and Producer's Goods Demand.
(ii) Individual Demand and Market Demand.
- (B) Discuss the Scope of Managerial Economics. 7
OR
Define Demand forecasting. Explain the direct methods of demand forecasting.
2. (A) Discuss Slutsky substitution effect with the help of diagram. 7
OR
Explain following concepts :
(i) Price line
(ii) Map of indifference curve
- (B) Explain Consumer's Equilibrium with the help of indifference curve. 7
OR
Discuss Consumer's surplus with the help of ordinal approach.
3. (A) Explain various types of Price Elasticity of Demand. 7
OR
Explain the types of Cross Elasticity of Demand.
- (B) Explain the factors affecting Price Elasticity of Demand. 7
OR
Do as directed :
(i) Find out Price Elasticity of Demand.
Old price ₹ 10, Old demand 3000 units, New price ₹ 5 and New Demand 3600 units.
(ii) Find out income Elasticity Demand. Change in income 20%, Change in Demand 30%.

5. Do as directed.

- (1) Mention two types of separation.
- (2) Mention two limitations of Performance Appraisal.
- (3) Mention two objectives of Job Evaluation.
- (4) Mention two basis of Promotion.
- (5) Mention two supply forecasting methods in the process of H.R. Planning.
- (6) What is Promotion ?
- (7) State any two arguments in favour of promotion on bases of seniority.
- (8) What is 360 degree feedback ?
- (9) What is career planning ?
- (10) Mention two features of Job Rotation.
- (11) State the factors considered before choosing a selection test.
- (12) Mention two significance of HRM.
- (13) Mention two methods of Job Design.
- (14) Define Human Resource Planning.