

# SKVM's NMIMS

## School of Distance Learning

Academic Year: 2012-2013

Programme: DBM/PGDBM/DMM/PGDMM/DFM/PGDFM/DHRM/ PGDHRM/ DITM/  
PGDITM/DBFM/PGDBFM/DSCM/PGDSCM

Subject: Business Economics

Semester: I

Date: 9.07.2012

Marks: 70

Time: 11.00 a.m. to 2.00 p.m.

Course: New

Instructions: **Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.**

NB:

1. Answer to each new question to be started on a fresh page.
2. Figures in the brackets indicate full marks.

Q.1 Attempt any two of the following..

(Marks: 2 x 5 = 10)

- a. What is business economics? How is it different from Economics?
- b. What are the degrees of price elasticity of demand?
- c. Discuss the market experimentation method of demand forecasting.

Q.2 Write short notes. Attempt any 2 out of 5.

(Marks: 2 x 5 = 10)

- a. Different economic systems
- b. Shift and movement in demand curve
- c. Cross elasticity of demand
- d. Determinants of supply
- e. Economies of scope

Q.3

Attempt any 3 out of 5

(Marks: 3 x 10 = 30)

- a. Explain various stages of production using the concepts of average, marginal and total product.
- b. Explain the internal and external economies and diseconomies of scale.
- c. What is monopoly power? Explain the concept of equilibrium under monopoly market.
- d. Explain the Sweezy's model of Kinked demand curve.
- e. What are the reasons behind market failures?

Q.4 Attempt any two of the following.

(Marks: 2 x 10 = 20)

- a. What are different types of costs? Explain with the help of a table and diagram.
- b. Explain the short run and long run production function.
- c. Write a note on different types and reasons for price discrimination.
- d. What are different forms of price regulation?

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