

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

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

Examination: June 2016
Subject: Business Economics

Semester: I
Course : New
Marks : 70
Time: 11.00 a.m. to 2.00 p.m.

Date: 12.06.2016

Instructions:

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

Q. 1) Attempt any 2 out of 4.

(Marks: 2X5=10)

- a) What are the various types of Demand?
- b) Enumerate on the characteristics of Isoquants.
- c) Distinguish between Economies of Scale & Economies of Scope.
- d) What are the main causes of Market failure?

Q. 2) Write short notes on any 2 out of 5.

(Marks: 2X5=10)

- a) Franchise regulation
- b) Price discrimination
- c) Perfect competition
- d) Giffen paradox
- e) Major problems of an economy

Q. 3) Attempt any 3 out of 5.

(Marks: 3X10=30)

- a) Enumerate on the Determinants of Supply.
- b) Describe Economies & Diseconomies of Scale
- c) Explain Sweezy's model of Kinked Demand curve
- d) Briefly enumerate the concepts of Performance based regulation & Yardstick regulation
- e) What are the various stages of production as part of Production in the short run?

Q. 4) Attempt both the questions.

(Marks: 2X10=20)

- a) Explain the concept of Price elasticity of supply
- b) How can the management collect information about consumer behavior? Explain the methods
