

2010

ECONOMICS FOR MANAGER

FIFTH PAPER

Full Marks : 100

Time : 3 hours

*The figures in the margin indicate full marks  
for the questions*

1. Answer any five from the following : 5×5=25

- (a) Explain, with example, the concept of demand schedule.
- (b) What do you understand by equilibrium of the firm?
- (c) State the difference between Managerial economics and Traditional economics.
- (d) Discuss the discounting concept for managerial decision making.
- (e) Define 'Opportunity Cost Concept'.
- (f) Discuss the significance of economic analysis for business activities.
- (g) Briefly describe the price determination under perfect competition.

2. Answer any *three* from the following :  $10 \times 3 = 30$

- (a) Explain the necessity of studying micro- and macro-economics for the solution of business problems by the business manager.
- (b) Explain the elasticity of demand and its various types.
- (c) Explain briefly the various methods for forecasting demand for a new product.
- (d) Discuss the factors which you would take into account while deciding the price for a newly manufactured product.
- (e) Describe the role and responsibilities of a managerial economist.

3. Answer any *three* from the following :  $15 \times 3 = 45$

- (a) Explain the various phases of business cycle. What steps can be adopted by a business executive to safeguard against evil effects of business cycle?
- (b) What is input-output analysis? What are the assumptions on which input-output analysis is based?

- (c) Discuss the nature of production line pricing problems. Explain the type of demand relationship in the product line pricing.
- (d) What is production function? Discuss the law of variable proportion in production activities.
- (e) Explain the terms GNP and NNP and importance of National Income analysis for business operation.
- (f) Explain clearly the relation of cost to output with suitable example.

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