

Exam. Code: 0311
Sub. Code: 25375

2125
M.Com. (E.F.B.) First Semester
FB-101: Economics for Entrepreneurs

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast two questions from each Unit.

x-x-x

UNIT - I

1. Define Managerial Economics. Also explain in detail the nature and scope of Managerial Economics. (16)
2. Explain the different methods to measure price elasticity of demand. (16)
3. How do changes in the demand and cost affect the firm's price and output decisions? (16)
4. How do you choose the right demand forecasting method for a specific product or Industry? (16)
5. How do costs influence pricing strategies and profit maximizations? (16)

UNIT - II

6. What is behavioural theory and how does it differ from traditional economic theories of the firm? (16)
7. What is profit planning and why is it essential for businesses? (16)
8. What is the role of risk assessment in investment decision making? (16)
9. What is capital budgeting and why is it important for businesses? (16)
10. What is risk aversion and how does it influence decision making under uncertainty? (16)

x-x-x