Roll No.							Total No. of Pages: 0
							3

Total No. of Questions: 09

# BHMCT (Sem.-6) MANAGERIAL ECONOMICS

Subject Code: BH-312 Paper ID: [C0340]

Time: 3 Hrs. Max. Marks: 30

#### **INSTRUCTION TO CANDIDATES:**

- SECTION-A is COMPULSORY consisting of TEN questions carrying ONE mark each.
- 2. SECTION-B contains FIVE questions carrying  $2^{1}/_{2}$  (Two and Half) marks each and students has to attempt any FOUR questions.
- 3. SECTION-C contains THREE questions carrying FIVE marks each and students have to attempt any TWO questions.

### **SECTION-A**

#### 1. Write short notes on:

- a) Demand distinction
- b) Advertising
- c) Cost Concept
- d) Perfect competition
- e) Price policies
- f) Cost reduction
- g) Oligopoly
- h) Marginal revenue
- i) Banks
- j) Economic theory

**1** M-14567 (S5)-812

# **SECTION-B**

- 2. Explain the concept of economic theory.
- 3. Write a short note on sales promotion.
- 4. Describe the methods of cost control and cost reduction.
- 5. Discuss price and output decision under monopoly.
- 6. Differentiate between a public sector and private sector banks.

## **SECTION-C**

- 7. Illustrate the nature and scope of managerial economics.
- 8. Describe cost output relationship with the help of a diagram.
- 9. Explain different pricing methods with examples.

**2** | M-14567 (S5)-812