

First Year B.B.M Degree Examinations

October / November 2014

(Directorate of Distance Education)

COMMERCE

DBA 220: ECONOMICS FOR MANAGERS

Time: 3hrs.]

[Max. Marks: 70/80

Instructions to candidates:

«ZÁÿÖUÚË, ÆZEÜMÁ:

1. Students who have attended 30 Marks Internal Assessment scheme will have to answer for total of 70 Marks.
30 CAPUMÁ DAVJ PÁ ¥ZÑVAIÄr-AIÄ° è SgÄ°Ä «ZÁÿÖUÚÄ 70 CAPUMÁ ¥ZÜÚË GvJ, Ä ÄPÄ.
2. Students who have attended 20 Marks Internal Assessment scheme will have to answer for total of 80 Marks.
20 CAPUMÁ DAVJ PÁ ¥ZÑVAIÄr-AIÄ° è SgÄ°Ä «ZÁÿÖUÚÄ 80 CAPUMÁ ¥ZÜÚË GvJ, Ä ÄPÄ.

SECTION – A

«ÄUA – J

I. Answer any TWO of the following questions. 5 marks each :
AIÄ°ÄZÄZbE JgbÄ ¥ZÜÚË GvJ 1j. vÄ Ä 5 CAPUMÁ:

2 x 5 = 10 Marks

1. Distinguish between Micro and Macro Economics.
ÆPÄ° ÄVÄU, PÄUËCXD±Ä, ÜMÄ EbÄ«EA° ÄÄ, PÄEA?
2. What are the merits and demerits of Capitalism?
SAQF ÄVÄÄ» CXD°PÄ, PÄÄ UÄUÄ°UÄTUMÄ°PÄ?
3. State the methods of measuring the National Income.
gÄTÄÄÄ DZÄÄÄ°EÄB CÄÄÄÄ°Ä «ZÄEÜMÄB w½¹.
4. Briefly explain the features of perfect competition.
¥J ¥Eto ¥EÄÄÄ° ÄÄgÄPÄÄ®PÄTUMÄB, ÄQÄPÄV «ÄJ¹.

SECTION – B

«ÄUA – ©

II. Answer any THREE of the following questions. 10 marks each:
AIÄ°ÄZÄZbE ÄÄEgÄ ¥ZÜÚË GvJ 1j. vÄ Ä 10 CAPUMÁ:

3 x 10 = 30 Marks

5. State the law of demand, what are its exceptions?
ÄRPÄÄ° ÄÄÄ°ÄÄEÄB °gÄE¹, ÄRPÄÄ° ÄÄÄ°ÄZÄC¥PÄZUMÄ°PÄ?
6. Explain the relationship between the TR, MR and AR.
TR, MR ÄVÄUÄR gÄSÜMÄ EbÄ«EA°, ÄSAZPÄB «ÄJ¹.

7. Describe the concept of consumers' surplus.
"CEA' KEAV C CPA VA; 0 ¥j 'A' EAIAEAB «aj 1.
8. Explain the Break even analysis with a suitable schedule and diagram.
"A' IEA (, PA bAZ) «±AUA ¥j 'A' EAIAEAB , KEPI , KEa a AVAU gASAvizKEACUE «aj 1.
9. Explain the phases of trade cycles.
aAAj ZPZA «ZA °AVUKEAB «aj 1.

SECTION - C
«'AUA - 1

III. Answer any TWO of the following questions. 15 marks each: 2 x 15 = 30 Marks
AIA'AZAZbJE JgbA ¥AUAUE Gvj 1. vA' 15 CAPUUA:

10. Discuss the nature and scope of Managerial Economics.
a' b' UA Cx D ±A , ZA , bJEYA a AVAU a Aa' IAIAEAB ZA 0 1.
11. Critically examine the law of Diminishing marginal utility.
E 1/2 a AAR 1A' AAVAVAJUA t a IA' A' EAB «A' AOVPP AV «aj 1.
12. Explain the various concepts of National Income.
gA' IAIA DZAAIAZA «ZA ¥j 'A' EUKEAB «aj 1.
13. a) What is Demand Forecasting?
"ArPE a AEAZAdA JAZbEA?
- b) Forecast the demand for next two years on the basis of data given below through least square method.
F PVAEA CAQ CA±UUA , PAIAAZA PAUA a UB «ZAEZA a AEPa a AACEA JgbA a UAUAUE "ArPAIAEAB CAZAdA a Ar.

Years (a' UAUA)	2008	2009	2010	2011	2012	2013	2014
Sales in units a' AgAI AIAE a miUAPE e	120	140	150	140	170	180	200

SECTION - D
«'AUA - r

Note: Compulsory question for 80 marks scheme only
JEZEÉ 80 CAPUUA ¥AB ¥AUAUE Ega' APbAIA ¥AB

Answer any ONE of the following question: 1 x 10 = 10 Marks
AIA'AZAZbJE MAZA ¥AUAUE Gvj 1:

14. Explain the features of Mixed Economy.
«A±bDyOPA a PA IAIA °PbUKEAB «aj 1.
15. Discuss the internal and external economies of scale.
DAVj PA a AVAU "A°A «AVP IAUAKEAB ZA 0 1.
