

(3 Hours)

[total Marks: 100]

N. B.: (1) Question number 1 is compulsory

(2) Attempt any 4 from question Nos. 2 to 7.

(3) Illustrate answers with sketches wherever necessary.

1. A] What do you understand by Law of Demand? What factors are important in explaining the law of demand? 10
- B] Monopolistic competition does not offer equilibrium in the short run to the industry. Why? 10
2. A] What is the significant contribution of Fredrick Taylor to management science? Explain his principle of management? 10
- B] "Economics of scale may be either internal or external they may be technical, managerial, financial or risk – bearing" – Elucidate. 10
3. A] Explain Law of Supply. 10
- B] What do you mean by Performance Appraisal? Explain any two methods of Performance Appraisal? 10
4. A] Explain the Product Life Cycle and its impact on business. 10
- B] What are the various Leadership theories? Explain theory X and theory Y in details. 10
5. A] Explain the concept of Economies and Diseconomies of scale. What is break-even point? 10
- B] Explain the methods of Demand Forecasting? 10
6. A] Discuss the nature and scope of Managerial economics? 10
- B] Explain the decision making process in details. 10
7. Write short notes on: (Any Four) 20
 - a) Compensation & administration
 - b) On the job training
 - c) Market Research
 - d) Motivation
 - e) HRM