

Total No. of Pages : 02

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 :

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **ONE** mark each.
2. **SECTION-B** contains **FIVE** questions carrying **2¹/₂** (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

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.