

S. Y. B B A

March-April- 2016

**Advance Economic Applications in Business**

8443

**Time: 3.00 Hours**

**Total Marks: 100**

Instructions: (A) All Questions are compulsory  
(B) Each Question carries equal Marks

**Q.1** What is Managerial Economics? Discuss various fundamental concepts of Managerial Economics in detail.

**OR**

**Q.1** Distinguish following:

- (a) Demand for perishable goods and Durable goods.
- (b) Firm and Industry Demand
- (c) Demand for Producer's goods and Consumer's goods

**Q.2** What is Demand forecasting? Explain in detail various objectives of short run and long run Demand forecasting.

**OR**

**Q.2** Define Iso-quant and Iso-cost. Discuss various properties of Iso-quant and Iso-cost with the help diagrams.

**Q.3** Discuss various methods of estimation of cost function with their managerial uses in detail.

**OR**

**Q.3** Define Cost Benefit Analysis. Discuss its importance and utilization in Managerial Economics in detail.

**Q.4** Define Break-even analysis with the help of diagram. Discuss the importance of Break-even analysis in profit forecasting in detail.

**OR**

**Q.4** What is Total Revenue? What is Average Revenue? What is Marginal Revenue? Discuss their relationship with appropriate diagrams in detail.

**Q.5** State the key features of Perfect competition. How a firm attains equilibrium under perfect competitive market in short run discuss in detail.

**OR**

**Q.5** Discuss various reasons and consequences of government intervention in pricing in detail.