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SEAT No. :

PF12413

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F.Y. M.B.A.

EABD 503 MJ GC-03 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(2025 Pattern) (Semester-I)

Time : 2½ Hours] *[Max. Marks : 60*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*
3) *Draw graphs wherever necessary.*

Q1) Attempt any 6 questions. (carry 2 marks each) **[12]**

a) What is Consumption Function?

b) State any two objectives of Pricing Policy.

c) What is Break-even Point?

d) Define Managerial Economics.

e) What is an Indifference Curve?

f) State the Law of Supply.

g) Define Duopoly.

h) What is Consumer Surplus?

i) A market with a large number of sellers, each selling a somewhat differentiated but close substitute product, is known as:

i) Perfect competition

ii) Monopoly

iii) Oligopoly

iv) Monopolistic competition

Q2) Attempt any 2 questions. (carry 6 marks each) **[12]**

a) Explain Law of Diminishing Marginal Utility with assumptions and limitations.

b) Explain the exceptions to the law of demand.

c) Differentiate between private costs and social costs.

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Q3) a) Explain Demand Forecasting. Discuss various methods of Demand Forecasting used in business organizations. **[12]**

OR

b) Explain how the objectives of a firm influence its production and pricing decisions.

Q4) a) Design a business model based on Marris' Growth Maximisation Model. **[12]**

OR

b) Explain Production Function and discuss Short-run and Long-run Cost- Output Relationships with suitable examples.

Q5) a) Critically evaluate government intervention in markets through price controls and support prices. **[12]**

OR

b) Case Study

A manufacturing company observed that during an economic recession, the demand for its luxury products declined sharply. The management decided to reduce production and postpone expansion plans.

Based on the case, answer the following questions:

i) Identify the phase of Business Cycle mentioned in the case.

ii) Explain features of Business Cycles.

iii) Discuss measures to control Business Cycles.

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