FY (BRI) Oct. 2008

**CODE : SILICON**

**Time : 2 Hrs.** Eco - I **Marks : 60**

**Note : 1] All questions are compulsory .**

**2] Figures to the right indicate full marks.**

**Q.1 a)** Explain the concepts --- **08**

**i)** Economic problem **ii)** PPC

**iii)** Variable **iv)** Demand function

**b)** Explain the importance of price elasticity in business decisions. **07**

**OR**

**Q.1 a)** Discuss the factors affacting demand. **08**

**b)** Explain promotional elasticity and its application in business decisions. **07**

**Q.2** Explain the different methods of demand forecasting. **15**

**OR**

**Q.2** Discuss the major types of external and internal economies of scale; **15**

**Q.3 a)** Define 150 quants? What are their properties. **10**

**b)** Explain the use of opportunity cost in business **05**

**OR**

**Q.3 a)** Distinguish between perfect competition and monopolistic competition. **07**

**b)** Discuss the features of oligopoly. **08**

**Q.4** What is break even analysis? What is its use in business? **15**

**OR**

**Q.4** Write short notes on any three **15**

**i)** Cross elasticity

**ii)** Dumping

**iii)**Selling cost under monopolistic competition.

**iv)**Price leadership

**v)** Production function.

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