

- N.B. 1) All 4 questions are compulsory
2) Figures to the right indicate full marks.

- Q.1) Explain the concept. 15
- i) Scarcity
 - ii) Economizing
 - iii) Variables
 - iv) P.P.C
 - v) Demand function

OR

- Q.1) a) What are the determinants of demand. 8
- b) Discuss the effects of changes in demand and Supply on equilibrium market price .(any two cases) 7

- Q.2) a) What is cross elasticity of demand ? What are its uses. 8
- b) A firm increases its advertising expenses from Rs 50,000/ to Rs 70 000/. The demand for its product increases from 10000 units to 13000 units. Measure the promotional elasticity in this case. 7

OR

- Q.2) a) What are deferent methods of demand forecasting? 8
- b) What are the properties of Iso - quants. 7

- Q.3) What are the types of internal and external economies of scale available to a firm? 15

OR

- Q.3) a) Define opportunity cost. What is its significance ? 8
- b) Explain the behavior of AR and MR of a firm under perfect competitive. 7

- Q.4) What is break - even - analysis ? point out its usefulness in business. 15

OR

- Q.4) Write short notes (on any three) 15
- a) Price discrimination under monopoly
 - b) Kinked demand cure
 - c) Selling cost in monopolistic competition
 - d) Fixed cost and variable cost
 - e) Relationship between Mc and AC

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