

Total No. of printed pages = 3

BES-3201/ME&E/6th Sem/B/2013/M

**MANAGERIAL ECONOMICS  
AND ENTREPRENEURSHIP**

Full Marks – 100

Time – Three hours

The figures in the margin indicate full marks  
for the questions.

Answer any *five* questions.

1. (a) Define Managerial Economics. Write the importance of managerial economics in fast changing environment. 10
- (b) What do you mean by cost function ? Explain the concept of opportunities cost with example. 5
- (c) Write the factors affecting demand. 5
2. (a) What do you mean by 'Entrepreneur Development Programme' ? 5

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- (b) Explain the need and objectives of Entrepreneur Development Programme. 5
- (c) "The rate of entrepreneurial mobility in India has been slow." Explain. 10
3. (a) Define market. How price and output is determined in an industry under perfect competition ? 10
- (b) Explain the different phases of trade cycles with a diagram. 10
4. (a) What do you mean by project formulation ? 5
- (b) Define the concept of social cost-benefit analysis. 5
- (c) Explain with example how e-commerce is suitable for small enterprises. 10
5. (a) Explain the different methods of demand forecasting for a new product and criteries of a good forecasting method. 5+5=10
- (b) Discuss the law of demand with a suitable diagram. 10

6. (a) Discuss the different types of entrepreneurs. 10
- (b) Briefly discuss the characteristics of a successful entrepreneur. 10
7. (a) Explain Innovation Theory of profit. 5
- (b) Discuss the five causes of inflation in India. 5
- (c) Explain the law of variable proportion with a diagram. 10