

Enroll. No.

Q. P. No.

E 231

K. E. Society's
Rajarambapu Institute of Technology, Rajaramnagar
 (An Autonomous Institute, affiliated to SUK)
End Semester Examination (March 2023)

F.Y.M.B.A. IEV Sem. - I

Course Code: MIV 1031

Course Name: Entrepreneurial Economics

Day & Date:- Friday, 3/3/2023
 Time:- 2:30 to 5:30 pm.

Max. Marks: - 100

*Instructions: -1) All Questions are compulsory 2) Figures to the right indicate maximum marks.
 3) Assume suitable data wherever necessary. 4) Use of non-programmable calculator is allowed.
 5) (CO_) indicates the course outcome number mapped with the respective question.*

| Q. No. | Question Statement | Marks | CO_No. |
|-----------|---|-------|--------|
| 1a | "Managerial economics is concerned with the analysis of finding optimal solutions to decision making problems of businesses or new enterprises." Justify the statement with suitable examples." | 9 | CO_1 |
| 1b | Elaborate the following terms related to entrepreneurial economics with suitable examples. (Any Two) 1) Need, Want & Demand 2) Price & Value of the Product 3) Income, Savings & Investment | 6 | CO_1 |
| 2a | Discuss the different functional areas of the business enterprise managed by an entrepreneur. | 9 | CO_1 |
| 2b | Describe the law of demand with suitable graph and examples. | 6 | CO_2 |
| OR | | | |
| 2b | Elaborate different types of demand of the product or services. | 6 | CO_2 |
| 3a | Sunshine Electronics Pvt. Ltd. provided following information related to Washing Machine product. On 01 st Feb. 2022, the price of the Washing Machine was Rs. 25900 per unit and the demand was 260 units per month in Pune district. On 01 st Feb. 2023, management of the company has decided to decrease the prices up to Rs. 17500 per unit. So the demand of Washing Machine was increased up to 720 machines per month in Pune district. On the basis on above information, compute price elasticity of the demand of Washing Machine. | 9 | CO_2 |



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|-----------|---|--|------|
| 3b | Illustrate different types of price elasticity of demand of the product. | 6 | CO_2 |
| 4a | “The production function of an enterprise is a relationship between inputs used and output produced by the enterprise” Discuss the statement with suitable examples. | 9 | CO_3 |
| 4b | Illustrate Demand based pricing and Location based pricing strategies with suitable examples. | 6 | CO_3 |
| 5 | Illustrate following imperfect market structures with suitable examples. a) Monopoly market b) Duopoly market c) Oligopoly market d) Monopolistic market | 5*4 Marks (20 Marks) | CO_4 |
| 6a | Analyze different stages of Product Life Cycle with suitable diagram and examples. | 12 | CO_5 |
| 6b | Elaborate following terms related to entrepreneurial macroeconomics - (Any Two) 1) National Income (NI) 2) Gross Domestic Product (GDP) 3) Wholesale Price Index (WPI) | 8 | CO_5 |

