

**Maulana Azad National Urdu University**  
**B.Tech. (Computer Science)**  
**II year : IV-Semester Examination May - 2015**

**Paper BT245 : Managerial Economics & Financial Analysis**

Time : 3 hours

Total Marks : 70

نوٹ: ذیل میں سے کسی پانچ (5) کے جوابات دیجیے۔ تمام سوالات کے نشانات مساوی ہیں۔

(Answer any FIVE of the following questions. Each question carries equal marks)

- {7 Marks} (a -1) Managerial Economics کے Nature اور Scope کو واضح کریں۔  
(b) Cross Elasticity of Demand کیا ہے۔ کیا یہ Substitute اور complements کے لئے Positive ہے۔
- {7 Marks} خا کے ذریعہ Coffee کا Demand بہ نسبت Tea price کو بتاؤ۔
- {6 Marks} (a -2) Short Run میں Cost/Output Relationship کو تفصیل سے بیان کرو۔  
(b) ذیل پر مختصر نوٹ لکھو۔  
Margin of Safety (b) PU Ratio (a)  
Break-even-point (d) Angle of Incidence (c)
- {8 Marks} (a -3) ذیل کو تفصیل سے بیان کرو۔  
Monopolistic Competition (b) Monopoly (a)  
Imperfect Competition (d) Oligopoly (c)
- {6 Marks} (b) ذیل میں دیئے گئے Pricing Methods کو تفصیل سے واضح کرو۔  
Competition Based Pricing (a)  
Cost Based Pricing (b)  
Demand Based Pricing (c)
- {4 Marks} (a -4) Partnership deed کیا ہوتی ہے۔ اس کے Main contents کو بیان کرو۔
- {6 Marks} (b) Private Company اور Government Company, Public Company پر مختصر نوٹ لکھو۔
- {4 Marks} (c) Accounting یا Average rate of return کیا ہے۔
- {8 Marks} (a -5) Final Accounts اور Balance Sheet, Journal, Book Keeping پر مختصر نوٹ لکھو۔
- {6 Marks} (b) Ratio Analysis کیا ہے۔ Ratio Analysis کے Limitations کو بیان کرو۔
- {5 Marks} (a -6) Demand Forecasting کیا ہے۔ اس کے اقسام کو تفصیل سے بیان کرو۔
- {5 Marks} (b) Forecasting کے مختلف اقسام کو تفصیل سے بتاؤ۔
- {4 Marks} (c) ISOQUANTS کیا ہے۔ Arthmetical Example سے اس کو واضح کرو۔
- {7 Marks} (a -7) Market کیا ہے؟ مختلف Market Structures کو مختصر سے بیان کرو۔
- (b) Capital Budgeting کی کیا اہمیت ہوتی ہے۔ Capital Budgeting Proposals کو Evaluate کرنے کے لئے
- {7 Marks} Steps کیا ہوتے ہیں۔



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**Attempt any five questions. Each question carries equal marks.**

1. a) Discuss the nature & Scope of Managerial economics? (7 M)  
b) What is cross elasticity of demand? Is it positive for substitute or complements? Show in a diagram relating to the demand for coffee to the price of tea? (7M)
2. a) Explain Cost/Output relationship in the short run.(6M)  
b) Write short note on the followings (8m)
  - a. PV ratio
  - b. Margin of Safety
  - c. Angle of incidence
  - d. Break -- Even- Point
3. a) Explain the following (a) Monopoly (B) Monopolistic competition (c) Oligopoly (d) imperfect competition. (8M)  
b) Explain the following Pricing methods?(6M)
  - i. Competition based pricing
  - ii. Cost Based Pricing
  - iii. Demand Based Pricing
4. a) What is a partnership deed? Discuss the main contents partnership deed. (4M)  
b) Write short notes on (a) public company (b) Government Company (c) Private Company (6m)  
c) What is Accounting (or) Average rate of return method (ARR)? (4 M)
5. a) Write short notes on a) Book-keeping, b) Journal c) Balance Sheet d) Final Accounts ?(8M)  
b) What is Ratio Analysis? Explain limitations of Ratio Analysis? (6M)
6. a) What is Demand Forecasting? Explain types of Demand Forecasting?(5M)  
b) explain different Methods of Forecasting?(5m)  
c) What is ISOQUANTS? Explain it with an arithmetical example? (4M)
7. a) What is a market? Explain, in brief, the different market structures. (7M)  
b) What is the importance of capital budgeting? Explain the basic steps involved in evaluating capital budgeting proposals. (7M)

