647510 **BBA3ME0C0110** **Seat No :_________**

B.B.A. Semester - 3 (*CBCS*) Examination
Oct/Nov. -2018
MANAGERIAL ECONOMICS (CORE)

Time: 2:30 Hours **Marks: 70**

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate marks.

Que-1 What is a managerial economics? How does it differ from traditional economics? (14)

OR

Que-1 Examine nature and scope of managerial economics.

Que-2 Discuss meaning of demand forecasting with its objectives. (14)

OR

Que-2 Examine consumer's survey methods of demand forecasting.

Que-3 Examine an equilibrium of firm in short-run and long run under perfect competition. (14)

OR

Que-3 Examine equilibrium of firm under monopoly.

Que-4 Define production. Explain production function. (14)

OR

Que-4 Discuss ISO-COST Curve.

Que-5 Explain relationship between cost of production and output in short run. (14)

OR

Que-5 Discuss following concepts.

1. Accounting and economic costs.
2. Concept of incremental cost.

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