

B.B.A. Semester - 3 (CBCS) Examination
Oct/Nov. -2019 (Old Course)
MANAGERIAL ECONOMICS (CORE)

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

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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Que-1 Define managerial economics. Discuss the nature and scope of managerial Economics. [14]

OR

Que-1 What is a managerial economics? What are distinction between traditional economics and managerial economics .

Que-2 What is demand forecasting? Discuss factors affecting demand forecasting. [14]

OR

Que-2 Examine survey method of demand forecasting.

Que-3 Discuss the law of diminishing returns. [14]

OR

Que-3 Discuss the economies of scale.

Que-4 Explain with diagrams the relation between cost and output in short run. [14]

OR

Que-4 Discuss following concepts.

- (1) Explicit cost and implicit cost.
- (2) Incremental cost and sunk cost.

Que-5 Examine the equilibrium of a firm under perfect competition. [14]

OR

Que-5 Explain kinked demand curve.