

B.B.A. Semester - 3 (CBCS) Examination
Nov/Dec. -2021 (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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Q.1 What is Managerial Economics? Discuss the nature and scope of managerial economics. (14)

OR

Q.1 'Managerial economics is micro economics of a firm which is normative in its nature'.

Examine this statement critically.

Q.2 clarify concept of demand forecasting. Explain it's objectives. (14)

OR

Q.2 Discuss following methods of demand forecasting.

1. Sample survey method.
2. Trend method.

Q.3 Discuss ISO-Quant curve. (14)

OR

Q.3 Discuss the Economies of scale.

Q.4 Describe concept of accounting and economics cost. (14)

OR

Q.4 Explain following concept with diagram.

1. Average variable cost.
2. Average total cost
3. Marginal cost.

Q.5 Examine the equilibrium of a firm under monopoly. (14)

OR

Q.5 Explain equilibrium of a firm under monopolistic competition.
