647510 **BBA3MeAC306x** **Seat No :________**

B.B.A. Semester - 3 (*CBCS*) Examination

Oct/Nov - 2022 [NEW COURSE]

Managerial Economics(Allied)

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

Instructions:

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

Q.1 Define managerial economics. Discuss nature and scope of managerial economics. (14)

OR

Q.1 What do you mean by managerial economics? how does managerial economics differ from economics?

Q.2 **Clarify following concepts** (14)

1. demand for durable goods and non-durable goods.
2. demand for producer's and consumer's goods

OR

Q.2 What is demand forecasting? Examine its objectives.

Q.3 Explain production and production function. (14)

OR

Q.3 Discuss iso-cost curve.

Q.4 Explain concepts of variable and fixed cost (14)

OR

Q.4 Examine relationship between cost of production and rate of output in short and long run.

Q.5 Examine equilibrium of firm under perfect competition in short and long run. (14)

OR

Q.5 Discuss kinked-demand curve.

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