647510 **BBAbmMD203A-3C** **Seat No :________**

B.B.A. Semester - 3 (NEP-2020) Examination

OCT/NOV-2024

Basics of Managerial Economics (Multidisciplinary Course)

Time: 2:00 Hours **Marks: 50**

Instructions:

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

Que.1 Define managerial economics and discuss its scope and subject matter. (10)

OR

Que.1 What is managerial economics? Describe distinguish between managerial economics and general economics.

Que.2 Discuss with limitations the following methods of demand forecasting. (10)

(1) Market Experiment Method.

(2) Trend Projection Method.

OR

Que.2 What is demand forecasting? Discuss in short the factors involved in demand forecasting.

Que.3 Write a note on economies and diseconomies of scale. (10)

OR

Que.3 Explain the concept of production function.

Que.4 Explain and illustrate short run cost curves. (10)

OR

Que.4 How would you derive LAC? Explain its characteristics.

Que.5 Discuss the equilibrium of a firm under perfect competition. (10)

OR

Que.5 Explain kinked demand curve.

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