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

B.B.A. Semester - 3 (*CBCS*) Examination
Oct/Nov. -2019 [NEW COURSE]
Managerial Economics (Allied)

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

Instructions:

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

Que-1 Define managerial economics. How does managerial economics deffer from traditional economics? (14)

OR

Que-1 'Managerial economics is Micro-economics of a firm which is normative in its nature'. Examine this statement critically.

Que-2 Discuss following methods of demand forecasting. (14)

(1) Consumers survey method.
(2) Controlled experiments method.

OR

Que-2 Clarify concept of demand forecasting. Explain its objectives.

Que-3 Discuss Iso-quant curve. (14)

OR

Que-3 Explain through diagram the law of returns to scale.

Que-4 Examine relationship between cost and output in long run. (14)

OR

Que-4 Explain following concepts with diagrams.

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

Que-5 Examine equilibrium of a firm under monopolistic competition. (14)

OR

Que-5 Analyse the short run equilibrium of a firm under perfect competition.

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