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

B.B.A. Semester - 3 (*CBCS*) Examination
Nov/Dec. -2021 [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 What is a managerial economics? How does managerial economics differ from tradition economics? (14)

OR

Que-1 Discuss nature and scope of managerial economics.

Que-2 What is a demand forecasting? Discuss survey method of demand forecasting. (14)

OR

Que-2 Clarify following concepts,

1) Demand for durable and non-durable goods
2) Demand for consumer's and producer's goods

Que-3 Elucidate concepts of production and production function. (14)

OR

Que-3 Discuss economies of scale.

Que-4 Examine relationship between cost and rate of output in short run. (14)

OR

Que-4 Explain economic, accounting and incremental costs.

Que-5 Examine equilibrium of firm under monopoly. (14)

OR

Que-5 Write detailed note on kinked demand curve.

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