

B.B.A. Semester - 3 (CBCS) Examination
Oct/Nov - 2022 (OLD COURSE)
MANAGERIAL ECONOMICS(CORE)

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

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

Q.1 What is Managerial Economics? How does Managerial Economics differ from traditional economics? (14)

OR

Q.1 Examine nature and scope of managerial economics.

Q.2 Explain the objectives of demand forecasting. (14)

OR

Q.2 What is demand forecasting? Discuss factors affecting demand forecasting.

Q.3 Discuss in detail the internal economies of scale. (14)

OR

Q.3 Define production. Explain production function.

Q.4 **Discuss the following concept.** (14)

1. Fixed cost and variable cost.
2. Incremental cost and Sunk cost.

OR

Q.4 Explain with diagram the relationship between cost and output in long run.

Q.5 Discuss the equilibrium of a firm under perfect competition. (14)

OR

Q.5 Examine Equilibrium of a firm under monopoly.
