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

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

Oct/Nov - 2023 [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 and discuss its scope and subject matter. (14)

OR

Que.1 Explain the principle of decision making. How it is related to managerial economics?

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

1. Sample survey method.
2. Trend Method.

OR

Que.2 What is demand forecasting? Explain its various objectives.

Que.3 What are returns to scale? Explain with the help of iso-quants. (14)

OR

Que.3 Explain the Least-cost combination of inputs.

Que.4 Discuss the following concept. (14)

1. Money cost and Real cost.
2. Incremental cost and Sunk cost.

OR

Que.4 Examine relationship between cost and output in short run.

Que.5 Discuss the equilibrium of a firm under monopolistic competition. (14)

OR

Que.5 Explain kinked demand curve.

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