

B.B.A. Semester - 3 (CBCS) Examination
Oct/Nov - 2023 (OLD COURSE)
MANAGERIAL ECONOMICS(CORE)

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

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

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| Que.1 | Discuss nature and scope of managerial economics. | (14) |
| | OR | |
| Que.1 | Define managerial economics. How does managerial economics distinguish from traditional economics? | |
| Que.2 | Discuss survey method of demand forecasting. | (14) |
| | OR | |
| Que.2 | What is demand forecasting? Explain short and long-term its objectives. | |
| Que.3 | Discuss production and production function. | (14) |
| | OR | |
| Que.3 | Discuss iso-quant curve. | |
| Que.4 | Explain concepts of economic and accounting cost. | (14) |
| | OR | |
| Que.4 | Examine relationship between cost of production and rate of output in short-run. | |
| Que.5 | Examine equilibrium of firm under monopoly in short and long run. | (14) |
| | OR | |
| Que.5 | Discuss kinked-demand curve. | |
