

B.B.A. Semester - 3 (CBCS) Examination
Oct/Nov - 2024 (As Per Syllabus Year June-2016)
MANAGERIAL ECONOMICS(CORE)

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. (14)

OR

Que-1 Distinguish between economics and managerial economics.

Que-2 Examine survey method of demand forecasting. (14)

OR

Que-2 Explain different approaches of demand forecasting for new product.

Que-3 What are internal and external diseconomies of a firm? Explain in detail. (14)

OR

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

Que-4 Discuss the following concept: (14)

- 1) Accounting cost and Economic cost.
- 2) Incremental cost and Sunk cost.

OR

Que-4 Explain with diagrams the relationship between cost and output in short run.

Que-5 Analyse the short run equilibrium of a firm under monopolistic competition. (14)

OR

Que-5 Critically discuss the kinked demand curve model of oligopoly.
