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

B.B.A. Semester - 3 (*CBCS*) Examination
Oct/Nov - 2024 [As Per Syllabus Year June-2019]
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 do you mean by theory of decision making? How is it related to managerial decision making? (14)

OR

Que-1 Explain in detail the nature and scope of managerial economics.

Que-2 Explain the objective of demand forecasting. State the factors involved in demand forecasting. (14)

OR

Que-2 Discuss with limitations the following methods of demand forecasting. (14)
1) Trends Projection method
2) Market Experiment method

Que-3 Write a note on economies and diseconomies of scale. (14)

OR

Que-3 Explain ISO-cost curve.

Que-4 Discuss the following concept: (14)
1) Average fixed cost
2) Average variable cost
3) Average cost
4) Marginal Cost

OR

Que-4 Distinguish the following concept:
1) Accounting cost and Economic cost.
2) Incremental cost and sunk cost.

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

OR

Que-5 Define monopoly. Explain equilibrium of the monopoly firm.

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