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

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

Oct/Nov - 2025 [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. How does it differ from economics? (14)

OR

Que.1 Discuss nature and scope of managerial economics.

Que.2 Explain meaning and objectives of demand forecasting. (14)

OR

Que.2 Explain survey method of demand forecasting.

Que.3 What is a production? Explain production function. (14)

OR

Que.3 Discuss internal economies of scale.

Que.4 Examine relationship between cost of production and rate of output in short-run. (14)

OR

Que.4 Explain concepts of fixed and variable costs.

Que.5 Discuss oligopoly (kinked demand curve). (14)

OR

Que.5 Examine equilibrium of firm under monopoly.

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