



SHREE H. N. SHUKLA COLLEGE OF I.T. & MGMT.

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STREAM: BBA SEM 3

PRELIMS PAPER

SUB: MANAGERIAL ECONOMICS

MARKS - 70

- Q.1 Define ‘Managerial Economics’. Discuss the Scope & Nature of Managerial Economics. 20**
- OR**
- Q.1 What is Demand Forecasting? Discuss it’s Objectives & Survey Method of Demand Forecasting. 20**
- Q.2 What is Production Function? Explain the Law of Variable Proportion. 20**
- OR**
- Q.2 What is an ISO-Quant Curve? Explain the Law of Diminishing Returns. 20**
- Q.3 (A) Explain Opportunity Cost. 15**
(B) Explain Incremental Cost & Sunk Cost. 15
- OR**
- Q.3 (A) Explain the Fixed Cost & Variable Cost. 15**
(B) Explain the Average Cost & Marginal Cost. 15
- Q.4 What is Perfect Competition? Examine the Short run Equilibrium Of the Firm under Perfect Competition. 15**
- OR**
- Q.4 What is Oligopoly? Explain Kinked Demand Curve analysis of Oligopoly. 15**

ALL THE BEST