



JAG-161100010302 Seat No. _____

B. B. A. (Sem. III) (CBCS) (W.E.F.-2016) Examination

November – 2019

Managerial Economics

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

Instructions :

- (1) All the questions carry equal marks.
- (2) Questions are to be attempted as per the internal choice given.

1 Define 'Managerial Economics'. Discuss the scope of managerial economics. **14**

OR

1 Define 'Managerial Economics'. Discuss the nature of managerial economics. **14**

2 What is 'Demand Forecasting'. Discuss its objectives and factors affecting it. **14**

OR

2 Discuss the 'Consumer survey method' and 'Trend projection method' of demand forecasting. **14**

3 Discuss the various types of economies of scale. **14**

OR

3 Discuss the least cost combination of inputs with iso-quant and iso-cost curves. **14**

4 Explain the cost output relationship in the short run. **14**

OR

4 Explain concept of opportunity cost as well as incremental and sunk cost. **14**

5 Explain equilibrium of the firm under monopolistic competition. **14**

OR

5 Explain the concept of kinked demand curve under oligopoly. **14**