



AM-5425

Seat No. _____

Second Year B. B. A. Examination

March / April – 2016

Managerial Economics

(New Course)

Time : 3 Hours

Total Marks : 100

Instruction : All questions are compulsory and carry equal marks.

1 (a) What is managerial economics? How does managerial economics differ from economics? 10+10

(b) Examine nature and scope of managerial economics.

OR

1 (a) Examine relationship between AR and MR under perfect competition. 10+10

(b) What is demand forecasting? Discuss its objectives.

2 (a) Discuss survey method of demand forecasting. 10+10

(b) Discuss Internal economies of scale.

OR

2 (a) Define production. Discuss production function 10+10

(b) Examine relationship between level of output and cost in short-run.

3 (3) Define price differentiation. What are objectives of price differentiation? 10+10

(b) Explain objectives of pricing policy.

OR

3 (a) Discuss customary and skimming pricing. 10+10

(b) Write note on fixed and variable costs.

- 4 (a) What are uses of break even analysis? **10+10**
(b) Discuss kinked demand curve.

OR

- 4 (a) Clarify concept of capital budgeting. Explain **10+10**
Pay Back method.
(b) Discuss geographical price differentiation.

- 5 Short notes : (any two) **10+10**
1 Durable good's demand and Non-durable good's demand
2 Accounting and Economic costs
3 Demand for producer's goods and consumer's goods.
