



**MAV-010-001304**

Seat No. \_\_\_\_\_

**B. B. A. (Sem. III) (CBCS) Examination**

**October / November – 2016**

**304 : Managerial Economics - I**

*(New Course)*

**Faculty Code : 010**

**Subject Code : 001304**

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

[Total Marks : 70

**Instruction :** All questions are compulsory and each question carries 14 marks.

- 1 What is a managerial economics? What are distinctions between traditional economics and managerial economics?

**OR**

- 1 Define managerial economics. Examine its scope.
- 2 Explain concept of demand forecasting. Discuss objectives of demand forecasting.

**OR**

- 2 Discuss survey methods of demand forecasting.
- 3 Examine an equilibrium of firm in short-run and long - run under monopoly.

**OR**

- 3 Discuss kinked demand curve.
- 4 What is a production? Explain production function.

**OR**

- 4 Examine internal economies of scale.
- 5 Examine behavior of cost in relation to output in short run.

**OR**

- 5 Discuss following concepts :
- (1) Accounting and Economics costs.
- (2) Sunk cost and Incremental costs.