



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.