



HCV-010-001304

Seat No. _____

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

October / November – 2017

304 - Managerial Economics

(Old Course)

Faculty Code : 010

Subject Code : 001304

Time : Hours]

[Total Marks : 70

1 Explain the concept of Managerial Economics along with its nature/characteristics. 14

OR

1 Discuss the scope of Managerial Economics. 14

2 What is demand forecasting? Discuss various objectives of demand forecasting. 14

OR

2 Discuss the following methods in detail with reference to demand forecasting : 14

(1) Opinion polling/Consumers' survey method

(2) Market Test Method

3 Discuss Equilibrium under monopolistic competition. 14

OR

3 Explain in detail kinked demand curve. 14

4 Examine different economies and diseconomies of scale. 14

OR

4 Examine producer's equilibrium through ISO cost and ISO quant approach. 14

5 Write notes on : (any two) 14

(1) Accounting Cost v/s Economic Cost

(2) Fixed Cost v/s Variable Cost

(3) Incremental Cost v/s Sunk Cost

(4) Inter-relationship between AC & MC