



HCV-161100010302 Seat No. _____

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

October/November – 2017

Managerial Economics

(New Course)

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

[Total Marks : 70

- Instructions :**
- (1) Attempt all questions on the basis of internal options.
 - (2) All questions carry equal marks.

1 Define Managerial Economics. Explain its nature. 14

OR

1 What is Managerial Economics ? Discuss the scope of managerial economics. 14

2 What is demand forecasting ? Explain the objectives and factors affecting it. 14

OR

2 Discuss following methods of demand forecasting : 14

- (i) Consumers survey method.
- (ii) Trends projection method.

3 What is ISO-quant ? Discuss the salient properties of it. **14**

OR

3 Discuss in detail the internal economics of scale. **14**

4 Explain with diagram the long run average cost curve. **14**

OR

4 Write notes on the following : **14**

(i) Opportunity cost.

(ii) Relationship between AC and MC.

5 Explain short run equilibrium of the firm under perfect competition. **14**

OR

5 What is oligopoly ? Explain kinked demand curve analysis of oligopoly. **14**
