



PBB-010-001304

Seat No. _____

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

November / December - 2018

Managerial Economics : 304

(Old Course)

Faculty Code : 010

Subject Code : 001304

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

[Total Marks : 70

- Instructions :** (1) All questions carry equal marks.
(2) Questions are to be attempted as per the internal choice given.
(3) The marks are shown on the right hand side.

1 Compare and Contrast Economics and Managerial Economics. 14

OR

1 Discuss the nature and scope of Managerial Economics. 14

2 Discuss the objectives of demand forecasting method. 14

OR

2 Explain the following methods of forecasting demand : $7 \times 2 = 14$
(any two)

(a) Controlled Experiments

(b) Barometric Techniques

(c) Consumers' Survey Methods.

3 Explain the characteristics of Iso Quant Curve. 14

OR

3 Define Production function and also discuss factors affecting production function. 14

4 Explain Long run Average cost curve. 14

OR

4 Explain the following : (any **two**) 7×2=14

(a) Accounting and Economic Cost

(b) Fixed and Variable Cost

(c) Incremental and Sunk Cost.

5 Explain price determination and equilibrium of a firm 14
under Perfect Competition.

OR

5 Explain price determination and equilibrium of a firm 14
under Monopoly.
