



**PBB-161100010302** Seat No. \_\_\_\_\_

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

**November / December - 2018**

**Managerial Economics**

*(New Course)*

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

[Total Marks : 70

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

1 'Managerial Economics is an aid to managers in decision making'. Explain. 14

**OR**

1 Discuss the nature and scope of Managerial Economics. 14

2 Discuss the criteria of a good 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 process of attaining the least cost combination of input. 14

**OR**

3 Discuss economies and diseconomies of scale. 14

4 Examine behavior of cost and rate of output in short run. 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 "Demand curve under Oligopoly is indeterminable". 14  
Explain the statement.

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