



JAG-010-001304

Seat No. _____

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

November - 2019

Managerial Economics - I

(Old Course)

Faculty Code : 010

Subject Code : 001304

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 Explain the nature and the scope of managerial economics. 14

OR

1 Explain the decision making theory of managerial economics. 14

2 What is demand forecasting ? Explain the objectives of it. 14

OR

2 Explain in brief the various methods of demand forecasting. 14

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

OR

3 Explain characteristics of the following market : 14
(1) Oligopoly
(2) Monopolistic competition.

4 Explain Iso-quant curve with its properties. 14

OR

4 Explain meaning and nature of production function. 14

5 Explain cost-output relationship during long period of time. 14

OR

5 Clarify the following concepts : 14
(1) Accounting and economic cost
(2) Incremental and sunk cost.