



BBB-010-001304

Seat No. _____

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

July – 2021

304 : Managerial Economics

(Old Course)

Faculty Code : 010

Subject Code : 001304

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

[Total Marks : 70

1 Define Managerial Economics and discuss its scope and subject matter. 14

OR

1 "Managerial Economics bridges the gap between economic theory and business practice". Explain 14

2 Explain different approaches of demand forecasting for new products. 14

OR

2 Discuss the objectives of demand forecasting method. 14

3 Explain the characteristics of Iso Quant Curve. 14

OR

3 Explain the law of variable proportions with graphs. 14

4 Explain Long run Average cost curve. 14

OR

4 Explain the interrelationship between Average and Marginal Cost. 14

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

OR

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

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