



DA-010-001304 Seat No. _____

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

March - 2022

Managerial Economics-1 : 304

(Old Course)

Faculty Code : 010

Subject Code : 001304

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

[Total Marks : 70

- Instructions :** (1) All the questions carry equal marks.
(2) Questions are to be attempted as per the internal choice given.

- 1 Define managerial economics. Discuss the scope of managerial economics. **14**

OR

- 1 Explain the concept of managerial economics. Discuss the nature of managerial economics.
- 2 Explain the concept of demand forecasting. Discuss the survey methods of demand forecasting. **14**

OR

- 2 What is demand forecasting ? Discuss the objectives of demand forecasting.
- 3 Explain the short run and long run equilibrium of the firm under perfect competition. **14**

OR

- 3 Explain the kinked demand curve analysis under oligopoly.

4 Explain the concept and types of economics of scale. 14

OR

4 What are isoquants ? Discuss the characteristics of isoquants.

5 Explain the behavior of cost in relation to output in the short run. 14

OR

5 Explain the behavior of cost in relation to output in the long run.
