



Seat No. \_\_\_\_\_

**HAK-161100010302**  
**B. B. A. (Sem.-III) (W.E.F. 2016)**  
**Examination**  
**May - 2023**  
**Managerial Economics**  
*(Old Course)*

Time :  $2\frac{1}{2}$  Hours / Total Marks : 70

- 1 Define 'Managerial Economics'. Discuss its scope. 14  
**OR**  
Define 'Managerial Economics.' Discuss its nature. 14
- 2 What is 'Demand Forecasting' ? Discuss its objectives and factors affecting it. 14  
**OR**  
Discuss the 'Consumer Survey Method' and 'Barometric Forecasting Method' of Demand Forecasting.
- 3 Discuss various types of internal economies and diseconomies. 14  
**OR**  
Explain the law of Variable Proportions along with diagram. 14
- 4 Explain the relationship between Average Cost and Marginal Cost. 14  
**OR**  
Explain the concept of 'Envelope Curve'. 14
- 5 Explain price determination and equilibrium of a firm under Perfect Competition. 14  
**OR**  
Write a short note on 'Kinked Demand Curve'. 14