

BBA-501(N)
B. B. A. (Fifth Semester)
EXAMINATION, Dec., 2019
(New Course)
Paper First

MANAGERIAL ECONOMICS

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section-A

(Short Answer Type Questions)

Note : All questions are compulsory. Each question carries 3 marks.

1. Write short notes on the following:

- (A) Difference between Net Profit and Gross Profit
- (B) Scope of Managerial Economics
- (C) Equi-Marginal Principle
- (D) Micro Economics
- (E) Normative Science
- (F) Factors of Production
- (G) Difference between Fixed Cost and Variable Cost
- (H) Discounting Principle
- (I) Break-Even Analysis
- (J) Determination of Demand

Section—B

(Long Answer Type Questions)

Note : Attempt any two questions. Each question carries 10 marks.

- 2. Explain the relationship of Managerial Economics with other disciplines.
- 3. Explain the concept and importance of Demand. Also discuss the determinants of demand.
- 4. What is Price Elasticity of Demand ? When the price of a commodity goes up by 10 per cent a consumer's demand falls from 500 units to 400 units ? Calculate the price elasticity of demand.
- 5. Write various methods of Demand Forecasting.

Section-C

(Long Answer Type Questions)

Note : Attempt any two questions. Each question carries 10 marks.

- 6. Explain the cost-output relationship in short-run and long-run.
- 7. What is Monopolistic Market ? How is its price and 1 output determined ?
- 8. What is Inflation ? Discuss its types and causes in detail.
- 9. Discuss about Economies and Diseconomies of Scale in detail.