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Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 57112 Roll No. | | | | | | | | | | |

BBA Examination, 2024-25

(Odd Semester)

MANAGERIAL ECONOMICS

Time : Three Hours] *[Maximum Marks : 60*

Note :– Attempt all questions.

SECTION–A

1. Attempt all parts of the following : 8×1=8

(a) What is macro economics?

(b) Define opportunity cost.

(c) What is demand forecasting?

(d) State one assumption of the law of demand.

(e) What is price skimming?

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(f) What is meant by break-even analysis?

(g) Mention one feature of monopolistic competition.

(h) Define innovation theory.

SECTION – B

Attempt any two parts of the following : 2×6=12

(a) Discuss the equi-marginal principal and incremental cost with its application in resource allocation.

(b) Explain the law of demand and discuss the factors that lead to exceptions to the law.

(c) Discuss the concept of oligopoly and explain the kinked demand curve model.

(d) Discuss the various pricing strategies used by firms and their impact on market competition.

SECTION – C

:– Attempt all questions. Attempt any two parts from each questions. 8×5=40

3. (a) Explain the risk-bearing theory of profit and discuss its relevance to modern business.

(b) Define inflation and explain its types and causes.

(c) What is price skimming? Discuss its advantage and limitations.

4. (a) Explain the nature and scope of managerial economics and its role in business decision making.

(b) Explain the concept of equi-marginal utility and its application in resource allocation.

(c) Differentiate between microeconomics and macroeconomics with examples.

5. (a) Explain the concept of demand forecasting and the criteria for a good forecasting method.

(b) What is the supply function? Discuss its determinants with example.

(c) Explain short-run and long-run production functions and their relevance in managerial economics.

6. (a) Discuss the characteristics of perfect competition and explain how price and output are determined in such a market?

(b) Explain the concept of market equilibrium with the help of a diagram and discuss its importance in different market structures.

(c) Define the concept of monopoly and describe the methods used by monopolists to determine price and output.