

Roll No.

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BBA-501(N)

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B. B. A. (Fifth Semester) EXAMINATION, 2022-23 MANAGERIAL ECONOMICS

Time : Two Hours] [Maximum Marks : 70

Note : This paper consists of three Sections A, B and C. Carefully read the instructions of each Section in solving the question paper. Candidates have to write their answers in the given answer-copy only. No separate answer-copy (**B Copy**) will be provided.

Section—A (Short Answer Type Questions)

Note : All questions are compulsory. Answer the following questions as short answer type questions. Each question carries 6 marks.

1. (A) Illustrate indifference curve with example.

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- (B) Discuss the role of Managerial Economics in an organization.
- (C) Explain cost plus pricing and penetration pricing.
- (D) Write a short note on short-run cost curve.
- (E) Explain break-even analysis. Write its importance.
- (F) What kind of market is monopolistic competition ? Elaborate.

Section—B (Long Answer Type Questions)

Note : This section contains four questions from which *one* question is to be answered as long question. Each question carries 17 marks.

2. How managerial economics derived its principles from different disciplines ? Also differentiate between macro and micro economics.

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Or

3. Define Managerial Economics. Discuss its nature, scope and importance in detail.

Or

4. What is Demand Forecasting ? Explain the objectives of demand forecasting and also explain any *two* methods of demand forecasting. <https://www.csjmuonline.com>

Or

5. "An oligopolist follows its cartel." Elaborate the statement. What is kinked demand curve in oligopoly ? Compare monopoly with oligopoly.

Section—C

(Long Answer Type Questions)

Note : This section contains four questions from which *one* question is to be answered as long question. Each question carries 17 marks.

6. What do you mean by principle of time perspective ? Elaborate upon its importance in managerial decision-making. Also discuss opportunity cost.

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Or

7. What are the different components of cost ? Explain with examples. Why does the long-run average cost curve is big bowl-shaped ?

Or

8. What are the various types of elasticity of demand ? How can we measure price, income and cross elasticity of demand mathematically ?

Or

9. Differentiate between GDP and GNP. Write a short note on Inflation.

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P. T. O.