



**First Semester Five Year B.B.A., LL.B. (Hon's) Examination, June 2013**  
**MANAGERIAL ECONOMICS**

Duration : 2½ Hours

Max. Marks : 70

- Instructions:**
1. Answer **all 5** questions.
  2. One essay type and **one** short note question or problem from **each Unit** have to be attempted, which is referred as Part **(a)** and **(b)** in all the Units.
  3. Figures to the **right** indicate marks.
  4. Answers should be written in **English** completely.

**UNIT – I**

Q. No. 1. (a) What is 'Managerial Economics' ? Analyse the role of a Managerial Economist. Marks : 9

OR

Discuss the salient features and significance of Managerial Economics.

(b) Write a short note on : Marks : 5

Opportunity Cost Principle

OR

Incremental Principle.

**UNIT – II**

Q. No. 2. (a) State and explain law of Demand. What are its exceptions ? Marks : 9

OR

What is Demand Forecasting ? Explain the important methods of Demand Forecasting.

(b) Write a short note on : Marks : 5

Significance of demand analysis

OR

Distinguish between industry demand and consumer demand.

P.T.O.

**UNIT – III**

Q. No. 3. (a) What is Production Function ? Explain Attributes of production. Marks : 9

OR

Explain briefly the following concepts :

- i) Real cost
- ii) Opportunity cost
- iii) Money cost
- iv) Accounting and Economic cost
- v) Fixed and Variable cost.

(b) Write a short note on :

Marks : 5

Cobb-Dauglas production function.

OR

Economics of scale.

**UNIT – IV**

Q. No. 4. (a) How the output is determined under monopoly market ?

Explain.

Marks : 9

OR

Compare perfect competition models with monopoly models of market structures.

(b) Write a short note on :

Marks : 5

Marginal costing

OR

Objectives of price policy.



**UNIT – V**

Q. No. 5. (a) Explain the problems and difficulties of project planning. Marks : 9

OR

What is Capital Budgeting ? Examine the different techniques of Capital Budgeting.

(b) Write a short note on : Marks : 5

Merits and Demerits of net present value.

OR

Basic characteristics of a project.

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