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

Duration : 2¹/₂ 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 :

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 :

Significance of demand analysis

OR

Distinguish between industry demand and consumer demand.

Marks: 5

Marks: 5

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UNIT - III

StudentBounty.com 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 :

Cobb-Dauglas production function.

OR

Economics of scale.

UNIT – IV

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

OR

Compare perfect competition models with monopoly models of market structures.

(b) Write a short note on :

Marginal costing

OR

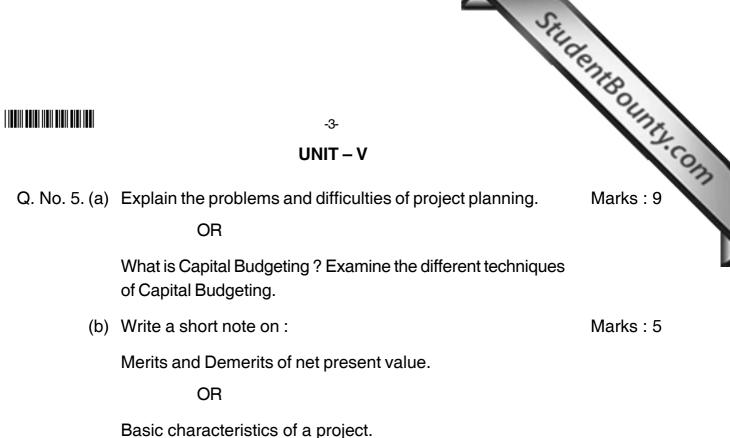
Objectives of price policy.

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Marks: 5

Marks:9

Marks: 5



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