

Paper Code : 21226

F-226

B.B.A. (Fifth Semester)

Examination, 2021

(New Course)

Paper-BBA-N-501

MANAGERIAL ECONOMICS

Time : Three Hours] [Maximum Marks : 70

Note : Attempt any five questions. All questions carry equal marks.

1. What are the functions of business managers? How does economics help business managers in performing their functions?
2. What is Elasticity of Demand? Explain Price, Cross and Income Elasticity of Demand used in managerial decision making process.

(1)

P.T.O.

3. Explain demand forecasting. What are the techniques of demand forecasting? You must use imaginary examples in explaining the techniques.
4. Explain break-even point (BEP) with the help of a chart and enumerate the usage of BEP.
5. Define national income. How is it measured? What are the difficulties in the measurement of national income?
6. Explain economies and diseconomies of scale with suitable example.
7. What is Oligopoly? Explain price rigidity under oligopoly with the help of kinked demand curve analysis.
8. What is inflation? Discuss several factors influencing inflation.

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9. What is perfect competition? Explain equilibrium of a firm under perfect competition.
10. Write short notes on : (any two)
- (a) Selling cost
 - (b) Income consumption curve
 - (c) Relationship of Managerial Economics with economics
 - (d) Money cost and Real Cost
 - (e) Evils of Monopoly

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