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(201217)

Roll No.

BBA-V Sem.

18061

B. B. A. Examination, Dec. 2017

Managerial Economics

(BBA-502)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note: Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Questions)

Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. $3 \times 5 = 15$

1. Point out the chief characteristics of Managerial Economics.
2. Define the scope of Managerial Economics.
3. Critically examine the law of demand.

(2)

4. Explain the term 'Perfect Competition.
5. Explain normal profit and super profit.

Section-B

(Short Answer Questions)

Attempt any *two* questions out of the following three questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words. $7\frac{1}{2} \times 2 = 15$

6. What is the importance of demand analysis for sales management of a firm ? Discuss the important factors determining demand.
7. Discuss the price output determination under monopsony.
8. Explain the types of Inflation.

Section-C

(Detailed Answer Questions)

Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail. $15 \times 3 = 45$

9. Discuss the nature and scope of Managerial Economics. How does it differ from Traditional Economics?

10. The annual sales of company 'Dev' are given below :

| Year | 2000 | 2001 | 2002 | 2003 | 2004 |
|--------------------|------|------|------|------|------|
| Sales in lakhs Rs. | 90 | 112 | 156 | 92 | 150 |

By the method of least square find the trend value for each of the five years. Also estimate the Annual Sales for 2005.

11. How is price determining under perfect competition?
12. "Profit is payment for uncertainty bearing." Discuss.
13. "Inflation is an excess of demand of anything over the supply of everything." Discuss this statement and analyze the factors that result in inflation.