



KA-3507

B. B. A. (Sem. I) (CBCS) Examination

October/November – 2012

Managerial Economics : Paper - I

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दशांशविक लिखनीवाणी विगतो उत्तरवडी पर अवश्य लिखनी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
B. B. A. (Sem. 1) (CBCS)	<input type="text"/>
Name of the Subject :	<input type="text"/>
Managerial Economics : Paper - 1	<input type="text"/>
Subject Code No. : <input type="text"/> 3 <input type="text"/> 5 <input type="text"/> 0 <input type="text"/> 7	<input type="text"/>
Section No. (1, 2,.....) : NIL	<input type="text"/>
	Student's Signature

(2) Figures to the right indicate full marks of the questions.

- 1 Answer in brief : 10
- (i) What is the difference between invention and innovation ?
- (ii) Define the break even point of a firm.
- (iii) Define dumping.
- (iv) Differentiate between risk and uncertainty.
- (v) State any four characteristics of perfect competition.

- 2 What is managerial economics ? Discuss the nature of managerial economics. 12

OR

- 2 Discuss the role and responsibilities of a managerial economist. 12

- 3 Write notes on : 12
- (i) Price discrimination
- (ii) Price leadership

OR

- 3 "Profit is a reward for successful innovation" critically examine the statement. 12

4 State the features of monopolistic competition. Explain how a firm under monopolistic competition attains equilibrium in long run. **12**

OR

4 Explain the price determination of a firm under perfect competition. **12**

5 Define monopoly. Explain the features and causes of monopoly. **12**

OR

5 Explain the meaning and types of profit. **12**

6 Write short notes : (any two) **12**

(i) Profit Policy

(ii) Decision making and forward planning

(iii) Kinked demand curve

(iv) Wastages under monopolistic competition.
