



K-3521

First Year B. B. A. (Sem. II) Examination

October / November – 2012

Managerial Economics

Time : Hours]

[Total Marks :

Instructions :

(1)

नीचे दशावलि निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="First Year B. B. A. (Sem. 2)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Managerial Economics"/>	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="5"/> <input type="text" value="2"/> <input type="text" value="1"/>	Section No. (1, 2,.....) : <input type="text" value="NIL"/>
Student's Signature	

- (2) All questions are compulsory.
(3) Figures to the right indicate full marks of each question.

- 1 Answer the following questions : 10
(a) What is managerial economics ?
(b) What is Ridge lines ?
(c) State characteristics of monopolistic competition market.
(d) What is cross elasticity of demand ?
(e) Differentiate between production cost and selling cost.

- 2 "The problem of managerial economics is to show how economic analysis can be useful in formulating business policies." Discuss. 12

OR

- 2 What is price elasticity of demand ? Discuss the factors influencing price elasticity of demand. 12

- 3 State features of monopolistic competition market. Examine the equilibrium of a firm and group under it. 12

OR

- 3 Write explanatory notes on : 12
(a) Kinked Demand Curve Model under oligopoly market. 6
(b) Price leadership model. 6

4 Explain in brief the various theories of profit. 12

OR

4 What is break even analysis ? Explain in detail the usefulness of it in taking managerial decision making. 12

5 Write note on : 12
(a) Capital Rationing 6
(b) Functions of an entrepreneur. 6

OR

5 Write note on : 12
(a) Law of variable proportion 6
(b) Cost Benefit Analysis. 6

6 Short note on :
(a) Decision making and forward planning
(b) Cobb-Douglas production function
(c) Selling Cost.
