

A (Printed Pages 4)
(20222) Roll No.
BBA-I Sem.

18075 (CV-III)
BBA Examination, Dec.-2021
Managerial Economics
(Code No. BBA-103)

(New)

Time : 1½ Hours] [Maximum Marks : 75

Note : Attempt questions from **all** Sections
as per instructions.

Section-A

(Very Short Answer Questions)

Note : Attempt any **two** questions. Each
question carries 7.5 marks. Very short
answer is required not exceeding 75
words. $2 \times 7.5 = 15$

1. Define managerial Economics and discuss
its nature.

P.T.O.

2. What is demand? Explain its essential
elements.
3. What is market? What are the essential
elements of a market?
4. Explain peak load pricing and discuss its
economic justification.
5. What is inflation? Why is it undesirable?

Section-B

(Short Answer Questions)

Note : Attempt any **one** question out of the
following three questions. Each question
carries 15 marks. Answer should not
exceed 200 words. $1 \times 15 = 15$

6. Explain the law of demand. Why do
demand curves slope downwards to the
right?
7. Explain Price rigidity under oligopoly.
8. What is business cycle? Explain the
different phases of business cycles.

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Section-C

(Detailed Answer Questions)

Note : Attempt any **two** questions out of the following five questions. Each question carries 22.5 marks. Answer is required in detail. $2 \times 22.5 = 45$

9. Economics is the science which studies human behaviour as a relationship between ends and scarce means which have alternative uses" Discuss and examine critically.

10. The data regarding sales of a certain commodity were recorded as follows:

Year	2010	2012	2015	2016	2020
Sales	20	25	28	27	30

(in' 000 units)

Assuming the same trend as in the past, project the sales for the years 2021 and 2023.

11. What is Monopoly? How is price and output is determined by a monopolist in short-term and long-term?

12. What do you understand by price discrimination? What are its objectives? Explain the conditions which make it profitable and possible.

13. What is meant by balance of payments? What are the causes of disequilibrium in the balance of payments of a country? Briefly discuss the measures to correct the adverse balance of payments in the developing countries.