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B.B.A. Examination, Dec.-2022

Managerial Economics

(BBA-103)

(New Course)

Time : Three Hours / Maximum Marks : 75

Note : Attempt all the Sections as per instructions.

Section-A

(Very Short Answer Type Questions)

Note : Attempt all questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.

$3 \times 5 = 15$

1. What is Managerial Economics?
2. State Law of Demand.
3. What does Micro economics mean?

P.T.O.

4. What are the main techniques of Demand estimation?
5. What does monopolistic competition mean?

Section-B

(Short Answer Type Questions)

Note : Attempt any two questions out of the following three questions. Each question carries 7½ marks. Answer Should not exceed 200 words.

$7\frac{1}{2} \times 2 = 15$

6. How is price elasticity measured?
7. Explain the classification of the market on the basis of the degree of competition?
8. Write a short note on difficulties encountered in National Income Accounting.

Section-C

(Long Answer Type Questions)

Note : Attempt any three questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.

$15 \times 3 = 45$

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9. Discuss the nature and scope of Managerial Economics and also discuss the significance of economic analysis in business decisions.
10. "Iso-product curve represents all possible combinations of the two factors that will give the same total product." Explain.
- ~~11.~~ What is market price? How is it determined? How do you distinguish market price from normal price? Explain.
12. State the meaning of Perfect Competition? Explain the procedure of price determination under perfect competition.
- ~~13.~~ What are the major factors of Economic Growth and Development? Explain.