

**18075**

**B.B.A. Examination, Dec.-2024**

**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.

5×3=15

1. What is Demand Schedule? 3

**P.T.O.**

2. Define the term differential cost. 3  
3. Discuss the nature of managerial economics. 3  
4. Discuss the main features of "Monopoly." 3  
5. Write a short note on Business Cycle. 3

**Section-B**

**(Short Answer Type Questions)**

**Note :** Attempt any **two** questions out of the following three questions. Each question carries **7.5** marks. Answer should not exceed **200** words.

2×7.5=15

6. What do you understand by the concept of "Elasticity of Demand"? Discuss its types. 7½  
7. What do you mean by law of returns. 7½  
8. Discuss the term "National Income." Also explain the methods for the measurement of National Income. 7½

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**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.  $3 \times 15 = 45$

9. Discuss the main features of Monopolistic competition. How can such competition be sustained? 15
10. "Inflation is an excess of demand of anything over the supply of everything." Discuss the statement and analyse the factors the result in inflation. 15
11. Define the term "Managerial Economics." Discuss its scope and limitations in detail. 15
12. What is demand forecasting? Explain methods of demand forecasting. 15

13. What do you understand by pricing? Also, discuss the methods of pricing policy in economics. 15