

Roll No. ....

**BBA-501(N)**

**B. B. A. (Fifth Semester)  
EXAMINATION, Dec., 2013**

**(New Course)**

**Paper First**

**MANAGERIAL ECONOMICS**

*Time : Three Hours ]*

*[ Maximum Marks : 70*

*[ Minimum Pass Marks : 26*

**Note : Answer all questions. All questions carry equal marks.**

1. Explain the nature and scope of Managerial Economics. Briefly elaborate the definition of economics on the basis of wealth, welfare and scarcity.

*Or*

Elaborate various fundamental concepts in Managerial Economics.

2. Explain the term demand. Briefly discuss various reasons for Law of Demand.

*Or*

Define law of supply. Explain different types of degrees of elasticity of supply.

3. Discuss the concept of Revenue. Explain the importance of revenue analysis for a firm.

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*Or*

Define the term sales forecast. Briefly elaborate various methods of sales forecast.

4. Briefly elaborate various concepts of cost.

*Or*

Define the term Market. Briefly elaborate characteristics of Perfectly competitive market.

5. Discuss the concept of monopolistic competition. Explain various features of Monopolistic competition.

*Or*

Define the term Inflation. Briefly discuss various reasons of Inflation and methods to control inflation.

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