

Roll No. ....

**BBA-501(N)**

**B. B. A. (Fifth Semester)  
EXAMINATION, Dec., 2014**

**(New Course)**

**Paper First**

**MANAGERIAL ECONOMICS**

*Time : Three Hours ]*

*[ Maximum Marks : 70*

*[ Minimum Pass Marks : 26*

**Note :** Section A is compulsory. Attempt any *two* questions from Section B and any *two* questions from Section C.

**Section—A**

**3 each**

1. (a) Differentiate between macro and micro economics.
- (b) Explain demand elasticity and its application.
- (c) Elaborate the term Economics of Scale.
- (d) Differentiate between Cost reduction and Cost control with suitable example.
- (e) Discuss relevance of demand forecasting.
- (f) Evaluate the relationship between the average cost and marginal cost.

[ 2 ]

- (g) Briefly elaborate various factors influencing the profit.
- (h) Explain law of demand.
- (i) Define law of supply.
- (j) Define the term Inflation.

Section—B

10 each

- 2. Briefly discuss various fundamental concepts in Managerial Economics.
- 3. Explain the term law of supply. Discuss different types of degrees of elasticity of supply.
- 4. Explain the relevance of demand forecasting. Discuss various methods of demand forecasting.
- 5. Describe different methods of pricing with relation to market variables.

Section—C

10 each

- 6. What is elasticity of demand ? Describe its degree and examine the role of elasticity of demand in business decision-making process.
- 7. Explain the term market. Briefly discuss various characteristics of perfectly competitive market.
- 8. Differentiate between monopolistic and oligopolistic competition. Explain various features of monopolistic competition.
- 9. Explain the term Inflation. Briefly discuss various reasons of inflation and method to control inflation.

BBA-501(N)

1700