

Roll No.

BBA-103(O)

B. B. A. (First Semester) EXAMINATION, Dec., 2012

(Old Course)

Paper Third

ECONOMIC THEORY AND PRACTICE

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt all the *five* questions. All questions carry equal marks.

1. Write an essay on management and economic system in present scenario. 15

Or

Describe the basic principles and decision process of managerial economics.

2. Elaborate the concept and major determinants of demand. 15

Or

Write a descriptive note on demand analysis and demand function.

3. Write a detailed note on the cost concepts. Also throw light on the cost-output relationship. 15

[2]

Or

Write notes on the following :

- (i) Managerial uses of cost functions
- (ii) Production decisions

4. Write an essay on different forms of market structure and pricing decisions therein. 15

Or

Write notes on the following :

- (i) Pricing practices
- (ii) Pricing policies and methods

5. Write a detailed essay on profit planning and forecasting. 15

Or

Write a descriptive note on the business cycles and measurement of profit.