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Total No. of Questions : 7 ]

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## **BBA (Part-II) Examination, 2023**

### **MANAGERIAL ECONOMICS**

Paper - BBA-201

*Time : 3 Hours ]*

*[ Maximum Marks : 70*

#### **Section-A**

**(Marks : 2 × 10 = 20)**

*Note :-* Answer all *ten* questions (Answer limit **50** words). Each question carries **2** marks.

#### **Section-B**

**(Marks : 10 × 3 = 30)**

*Note :-* Answer any *three* questions out of five. (Answer limit **500** words). Each question carries **10** marks.

#### **Section-C**

**(Marks : 20 × 1 = 20)**

*Note :-* One question based on case study is compulsory and carries **20** marks.

#### **Section-A**

1. Attempt all questions :

- (i) Explain Managerial Economics.
- (ii) What is expansion of demand and contraction of demand ?

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- (iii) Write any *two* external elements which affect volume of production ?
- (iv) Define Macroeconomics.
- (v) Explain ISO-product curve.
- (vi) What is margin of safety ?
- (vii) Define Revenue.
- (viii) What is Price Discrimination ?
- (ix) Explain Quasi-Rent.
- (x) What is Innovation theory of profit ?

**Section-B**

- 2. Explain the role of managerial economics in business decisions.
- 3. On the basis of the following data of Z-commodity, forecast the sales for the year 2020 and 2021 :

Year	Sales (in'000 Units)
2013	10
2014	15
2015	12
2016	10
2017	20
2018	25
2019	30

(Use least square method only).

4. Explain the three stages of production function in short-run with the help of diagram.
5. Explain the characteristics of perfect competition.
6. Critically examine Ricardo's theory of rent.

### **Section–C**

7. “The economist has to study micro as well as macro-economics problems. The two studies are complementary to each other rather than being the alternative methods of study.” Discuss this statement.