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(Printed Pages 4)

(21223)

Roll No.

BBA-I Sem.

18075

B.B.A. Examination, Dec.-2023

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.

3×5=15

1. What do you mean by Supply?
2. What is Demand Schedule?

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3. What do you understand by Pricing?
4. What does you mean by Economic Growth?
5. What is Oligopoly?

Section-B

(Short Answer Type Questions)

Note : Attempt any **two** questions out of the following three questions. Each question carries $7\frac{1}{2}$ marks. Answer should not exceed 200 words. $7\frac{1}{2} \times 2 = 15$

6. Distinguish between Economics and Managerial economics.
7. Why does demand curve slopes down words?
8. Describe the market structure.

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. $3 \times 15 = 45$

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9. What is managerial Economics? Explain the nature and scope of managerial economics.
10. With the help of following data, project the trend of sales for the next five years:

Year	Sales (in Lakh ₹)
1993	120
1994	140
1995	150
1996	170
1997	190
1998	200

11. What is demand forecasting? Explain methods of demand forecasting.
12. What do you mean by Law of demand? what are its exception? Explain the important factors determining demand.

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P.T.O.

13. Write short note on any **two** of the following : $7\frac{1}{2} \times 2 = 15$

- (A) Balance of Payment.
- (B) Concept of National Income.
- (C) Objectives of Pricing Policy.
- (D) Business cycle.