

613011
B.B.A. THIRD SEMESTER SPECIAL EXAMINATION
JULY, 2015
PAPER – I
MANAGERIAL ECONOMICS

Time: 3hrs

Max. Marks: 40

Min. Marks: 16

Note: All sections are compulsory. Marks are indicated against each section.

SECTION – A
Objective Type Questions

Q.1 Choose the correct answer: (1 x 5 = 5)

- (i) The BOOK 'Managerial Economics' published in 1951 was authored by:
(a) Adam Smith (b) Joel Dean
(c) W. Haynes (d) D.C. Hague
- (ii) 'The trade cycle is purely monetary phenomenon because general demand is itself a monetary phenomenon'. Whose statement is this?
(a) Keynes (b) Hayek
(c) Hicks (d) Hawtrey
- (iii) The modern theory of international trade was propounded by:
(a) Heckscher - Ohlin (b) Ricardo
(c) Haberler (d) Ellsworth
- (iv) Cartel collusion is an example of :
(a) Monopoly (b) Duopoly
(c) Oligopoly (d) Perfect competition
- (v) How many stages does the process of forecasting demand have?
(a) Two (b) Three (c) Four (d) Five

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SECTION – B
Short Answer Type Questions

(3 x 5 = 15)

Q.2. What is Managerial Economics? State its characteristics.

OR

Define Managerial Economics and discuss its nature.

Q.3. Explain the concept of Input-Output Analysis.

OR

What is Business Cycle? Explain its phases.

Q.4. Differentiate between Balance of Payment and Balance of Trade.

OR

Differentiate between Current Account and Capital Account.

Q.5. Define Oligopoly and state its characteristics.

OR

What is Price Discrimination? Explain briefly the various degrees of price discrimination.

Q.6. What is Demand Forecasting? State its objectives.

OR

What are the types of demand forecasting? State its limitations.

SECTION – C
Long Answer Type Questions

(4 x 5 = 20)

Q.7. 'Managerial economics deals with application of economic theory for business management'. Discuss.

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OR

Explain the role and functions of Managerial Economics.

Q.8. Explain the uses and limitations of Input-Output Analysis in Economic Theory.

OR

Explain the Monetary and Non-Monetary factors that effect Business Cycles.

Q.9. What are the types of Balance of Payment? Explain the causes of disequilibrium in Balance of payment.

OR

Explain the Modern Theory of International Trade.

Q.10. What is Duopoly? Explain Cournot's Model of Duopoly.

OR

Explain price and output determination under Oligopoly.

Q.11. What are the factors affecting demand forecasting. State the importance of demand forecasting.

OR

Explain the Quantitative and Qualitative methods of demand forecasting.
