

A
(21119)

Roll No.

Total Questions : 13]

[Printed Pages : 4

18061

B.B.A. Vth Semester Examination, Nov., 2019

MANAGERIAL ECONOMICS

(BBA-502)

Time : 3 Hrs.]

[M.M. : 75

Note :- Attempt all questions from all Sections as per instructions.

Section-A

(Very Short Answer Type Questions) 3×5=15

Note :- Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.

1. What is meant by elasticity of demand ?
2. Define the term differential cost.

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Turn Over.

3. Write a short note on Profit Management.
4. Describe main features of Perfect Competition.
5. Discuss the scope of Managerial Economics.

Section-B

(Short Answer Type Questions) 7½×2=15

Note :- Attempt any *two* questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.

6. A company sells 4000 units of its product at the rate of ₹ 20 per unit. On the recommendation of sales manager, the price of the product is reduced to ₹ 16 per unit, as a result of which the demand of the product rose to 6000 units. Calculate elasticity of demand.
7. What do you mean by Law of Returns ?
8. Discuss the relationship of Short-run and Long-run Average Cost Curves.

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Section-C

(Long Answer Type Questions) 15×3=45

Note :- Attempt any *three* questions. Each question carries 15 marks. Answer is required in detail.

- 9. Discuss the main features of Monopolistic Competition. How can such competition be sustained ?
- 10. Why do Profit Arise ? Discuss the concept of profit under static and dynamic condition.
- 11. The Bharat Trading Ltd. manufacture one identical product 'Y'. The following figures are available for two successive years :

	Year I	Year II
	(₹)	(₹)
Sales	3,00,000	3,60,000
Fixed Cost	90,000	1,20,000
Variable Cost	1,50,000	2,16,000

The directors are interested to know the Profit-volume Ratio, Break-even Points and Margin of Safety.

- 12. "Inflation is an excess of demand of anything over the supply of everything." Discuss this statement and analyse the factors that result in inflation.
- 13. An investigation into the demand for Coolers in 5 towns has resulted in the following data :

Population of the town (in Lakhs)	No. of Coolers demanded
x	y
5	45
7	65
8	55
11	75
14	95

Fit a linear regression of y on x and estimate the demand for Coolers for a town with a population of 20 lakhs.