



KA-3507

B. B. A. (Sem. I) (CBCS) Examination

October/November – 2012

Managerial Economics : Paper - I

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दशावलि निशानीवाणी विगतो उत्तरवही पर अवश्य लभवी. Fillup strictly the details of signs on your answer book.		Seat No. :
Name of the Examination :		<input type="text"/>
B. B. A. (Sem. 1) (CBCS)		<input type="text"/>
Name of the Subject :		<input type="text"/>
Managerial Economics : Paper - 1		<input type="text"/>
Subject Code No. :	<input type="text" value="3"/> <input type="text" value="5"/> <input type="text" value="0"/> <input type="text" value="7"/>	Section No. (1, 2,.....) :
		<input type="text" value="NIL"/>
		Student's Signature

(2) Figures to the right indicate full marks of the questions.

- 1 Answer in brief : 10
- (i) What is the difference between invention and innovation ?
- (ii) Define the break even point of a firm.
- (iii) Define dumping.
- (iv) Differentiate between risk and uncertainty.
- (v) State any four characteristics of perfect competition.
- 2 What is managerial economics ? Discuss the nature of managerial economics. 12
- OR
- 2 Discuss the role and responsibilities of a managerial economist. 12
- 3 Write notes on : 12
- (i) Price discrimination
- (ii) Price leadership
- OR
- 3 "Profit is a reward for successful innovation" critically examine the statement. 12

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[Contd.....

4 State the features of monopolistic competition. Explain how a firm under monopolistic competition attains equilibrium in long run. 12

4 Explain the price determination of a firm under perfect competition. 12

5 Define monopoly. Explain the features and causes of monopoly. 12

OR

5 Explain the meaning and types of profit. 12

6 Write short notes : (any two) 12

- (i) Profit Policy
- (ii) Decision making and forward planning
- (iii) Kinked demand curve
- (iv) Wastages under monopolistic competition.