**BBA-013**

**First Semester Bachelor of Business Administration,**

**Examination Aug/Sep-2015**

**Managerial Economics**

**Time: 3Hours Max. Marks:-80**

**SECTION-A**

**Answer any five questions. (6\*5)**

1. Enlist the characteristics of a perfectly competitive market.
2. Write a brief note on the short run equilibrium in monopolistic competition.
3. Define the concept of monopoly.
4. What are the necessary conditions for price leadership?
5. What is meant by monopolistic competition?
6. How a manager can choose the right forecasting technique?
7. Consider the long-run group equilibrium under monopolistic competition.
8. Write a short note on equilibrium of firm and industry.

**SECTION-B**

**Answer any two questions. (10\*2)**

1. Discuss the usages of Equi-marginal principles.
2. “Managerial economics is economics applied to decision –making” Explain.
3. Define price elasticity of demand. Describe various types of price elasticizes.

**SECTION-C**

**Answer any two questions. (15\*2)**

1. Explain the managerial uses of demand distinction.
2. Distinguish between a movement along a demand curve and shift in a demand curve.
3. Explain the fundamental concepts of managerial economics.