MODEL QUESTION PAPER

BBA103

I Semester BBA Examination, August 2011
MANAGERIAL ECONOMICS

Time: 3 Hours Max. Marks: 75

GROUP A : Answer any three questions.

Q.1 What are different price setting methods?
Q.2 What is theory of pricing? Explain various forms of market structure.
Q.3 Discuss in detailed risk & uncertainty.
Q.4 Explain firms constraints & theory of firm.
Q.5 Explain different techniques of capital budgeting.

GROUP B : Answer any three questions.

Q.6 Explain the fundamental nature of economics.
Q.7 Explain how government controls the price.
Q.8 What is economies of scale & economies of scope?
Q.9 What is elasticity of demand & demand forecasting?
Q.10 What basic concept of managerial economics?

GROUP C: All Questions are Compulsory.

Q.11 Fill in the blanks

(i) Oligopoly is deneoted by ________.
(ii) ________ are costs that vary with the degree of utilization of plant & other fixed factor.
(iii) Demand forecasting is an estimate of _______ during a specified future period based on proposed marketing plan.
(iv) _______ is one in which the sum that is bet is equal to the expected return.
(v) With each outcome is associated a ________ which can be express in terms of money.

Q.12 Multiple choice question.

(i) Short run is period in which ___________.
(a) At least one of the inputs cannot be changed

(b) All inputs are kept constant
(c) Some inputs are changed
(d) Some inputs are kept constant

(ii) Project appraisal is effort of calculating ________.
(a) Project profitability (b) Project accountability
(c) Project viability (d) All of the above

(iii) Price elasticity is relation between ______.
(a) Price & supply (b) Supply & demand
(c) Price & income (d) Price & demand

(iv) Basic characteristics of managerial economics is _________.
(a) It is Starting point (b) It is micro economic
(c) It is macro economics (d) None of the above

(v) Long run is period in which ___________.
(a) All inputs are changed (b) All inputs are kept constant
(c) Some inputs are changed (d) Some inputs are kept constant

Q.13 True or false

(i) According to law of demand increases when price falls.
(ii) Market price serves as the adjustment mechanism to move markets to disequilibrium.
(iii) A firm under perfect completion is price maker.
(iv) ARR is non discounting techniques of capital budgeting
(v) Most gambles are fair.

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