

Paper Code : 21310

F-410

B. C. A. (Second Semester)

EXAMINATION, 2019

(New Course)

Paper No. BCA-N-205

MANAGERIAL ECONOMICS

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt any five questions. All questions carry equal marks.

1. What is managerial economics ? State scope of managerial economics.
2. Define micro-economics. How is it different from micro-economics ? Give relevance of micro-economics.
3. What do you understand by the term 'demand forecasting' ? Give its uses with the help of examples.
4. Explain the concepts of average fixed cost, average variable cost, average cost and marginal cost.
5. What should be the reasonable rate of profit ? Why do firms put a limit on their profit ?

(B-11) P. T. O.

6. What are the objectives of pricing policy ? Discuss major factors involved in pricing policy.
7. What are the shortcomings of Marshallian Utility Analysis ? How is indifference curve technique superior to it ?
8. What do you mean by the term 'market in economics' ? Distinguish between perfect competition and monopoly.