

TDC Even Semester Exam., 2019

UNIT—II

BUSINESS ADMINISTRATION

(4th Semester)

Course No. : BBAE-404

(Managerial Economics)

Full Marks : 50

Pass Marks : 17

Time : 2 hours

*The figures in the margin indicate full marks
for the questions*

Answer **five** questions, taking **one** from each Unit

UNIT—I

1. Discuss the concept and nature of managerial economics. 10
2. "Location decisions play a vital role in the survival and prosperity of modern-day business." Elaborate the statement highlighting the significance of location decisions. 10

J9/1490

(Turn Over)

3. "Managerial economics is the use of economic modes of thoughts to analyze business situations." Comment on the statement narrating the applicability of economic theories in business decision-making. 10
4. What do you mean by demand? State the law of demand and its assumptions. Explain the concept of price elasticity of demand. 2+3+5=10

UNIT—III

5. Write short notes on the following : 5×2=10
 - (a) Production function
 - (b) Returns to scale
6. What do you mean by production? Discuss the major factors of production. 3+7=10

UNIT—IV

7. (a) Explain the concept of opportunity cost. 3
(b) Distinguish among Total Cost, Average Cost and Marginal Cost by preparing a hypothetical cost schedule. 7

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(Continued)

(3)

8. What do you mean by cost-output function?
Discuss the relationship between production
and cost in the short run. 3+7=10

UNIT—V

9. What do you mean by business cycle?
Discuss the different phases of business
cycle. 3+7=10
10. Analyze the impact of business cycle in
managerial decision making. 10
