



LJ-241

BBA

3rd Semester Examination, July-Dec., 2020

Paper - I

Managerial Economics

Time : Three Hours] [Maximum Marks : 90
[Minimum Pass Marks : 32

Note : Answer **all** questions. All questions carry equal marks.

Unit-I

1. Define Managerial Economics with its characteristic, nature and scope.

OR

Write a note on Fundamental concepts of managerial economics.

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(Turn Over)

(2)

Unit-II

2. Define National Income. Explain various methods of calculation of National Income.

OR

Write short notes on the following :

- (a) Phase of Trade Cycle
(b) GNP and GDP

Unit-III

3. Explain business firm with its economic and non economic objectives.

OR

Define the terms 'accounting profits' and 'economic profit'. Write briefly aims of profit policy.

Unit-IV

4. Write a note on investment decision under risk and uncertainty.

OR

Explain the methods and concepts of 'capital budgeting'.

(3)

Unit-V

5. Discuss the 'Cost of Capital' and its determinants.

OR

Distinguish between the following :

- (a) Cost of Debt Vs Average Cost of Capital
 - (b) Average Cost of Capital Vs Weighted Cost of Capital
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