



Seat No. : \_\_\_\_\_

# NR-110

November-2025

BBA/B.S. (B.B.A.) Sem.-III

## SEC-236 : Economics in Managerial Decision Making

Time : 1:00 Hour]

[Max. Marks : 25

1. (A) Discuss the scope of Managerial Economics. 5
1. (B) Explain the trend projection method of Demand Forecasting. 5

**OR**

1. (A) Define Managerial Economics. Explain the nature of Managerial Economics. 5
1. (B) Discuss Consumer Survey Method. 5

2. (A) Explain meaning and types of income elasticity of demand. 5
2. (B) Write a note on Advertising elasticity of demand. 5

**OR**

2. (A) Discuss the point method of calculating price elasticity of demand. 5
2. (B) Explain the different types of price elasticity of demand. 5

3. Do as Directed : (Any **five**) 5
  - (1) The content of managerial economics are based on the theory of firm. (True/False)
  - (2) Decision-making means choosing the best alternative. (True/False)
  - (3) Active forecasts estimate the future situation in the light of certain definite action initiated by the firm. (True/False)

