UNIVERSITY OF NORTH BENGAL

BBA 2nd Semester Examination, 2020

MANAGERIAL ECONOMICS

COURSE-201

OLD SYLLABUS

Full Marks: 100

ASSIGNMENT

The figures in the margin indicate full marks.

Answer any *two* assignments   50×2 = 100

Each assignment carries 50 marks

Assignment 1

(a) "Monopoly is the situation there exists a single control over the market producing a commodity having no substitutes with no possibilities for anyone to enter the industry to compete." In that situation will they charge a uniform price for all the customers in the market? In this context discuss the essential features of a monopoly market and distinguish it with the features of Monopolistic competition with relevant examples.   25

(b) Discuss the practical application of Price elasticity and Income elasticity of demand.   25

Assignment 2

What is Demand Forecasting? What are the factors involved in Demand Forecasting? Do you think that factors of demand forecasting for fast moving consumer goods needs to be changed for the post Covid situation, specially when millions of people have lost their jobs?   50

Assignment 3

The Reserve Bank of India is the "banker to the commercial banks". Express your views on the statement with examples on how it performs this role and also list out the various functions performed by RBI. In this context explain in detail what is meant by Repo Rate, Reverse Repo Rate, Cash Reserve Ratio and Statutory Liquidity Ratio.   50

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