

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 18

**BBA/BBA RD (2018 Onwards)/BBA(SIM) (2018 Batch)/
BBA(Event Management)/BBA(Business Economics)
(Sem-1)**

MANAGERIAL ECONOMICS-I

Subject Code : BBAGE-101-18

M.Code : 75084

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of TEN questions carrying TWO marks each.
2. **SECTION-B** consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

Write briefly :

1. What happens to Production Possibility Curve with technological development?
2. Define Price Elasticity of Demand.
3. Differentiate between implicit and explicit costs.
4. What is production function?
5. How does advertising determine the demand of a normal commodity?
6. What happens to total revenue with fall in price of a commodity with its perfectly inelastic demand?
7. What are the main features of oligopoly?
8. What is the concept of quasi rent?
9. What is nominal interest rate?
10. Why demand for labour is known as derived demand?

SECTION-B

UNIT-I

11. Discuss the role of managerial economics in business decision making.
12. Define Indifference Curve. Explain the importance of indifference curve analysis.

UNIT-II

13. Describe the Law of Returns to Scale. What are the main assumptions of this law?
14. Explain the reasons why Total Variable Cost and Total Cost Curve are parallel to each other in the short run.

UNIT-III

15. What is perfect competition? Explain the conditions of equilibrium output of a firm under perfect competition.
16. Discuss the relationship between marginal revenue and average revenue under perfect competition.

UNIT-IV

17. Explain the Innovation Theory of profit.
18. Describe the Liquidity Preference Theory of rate of interest.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.