

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA / BBA (SIM) (Sem-1)
MANAGERIAL ECONOMICS-I

Subject Code : BBAGE-101-18

M.Code : 75084

Date of Examination : 20-06-2023

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

- 1. Write briefly :**
- a) Define Managerial Economics.
 - b) What is opportunity cost?
 - c) Define Cross Elasticity of Demand.
 - d) What are the assumptions of indifference curve analysis?
 - e) Differentiate between fixed costs and variable costs.
 - f) What do you mean by ‘least cost combination of inputs’?
 - g) Why long run average cost curve is called as planning curve?
 - h) What is the relationship between Average Revenue (AR) and Marginal Revenue (MR) in perfect competition?
 - i) Distinguish between real and nominal rate of interest.
 - j) What is the nature of Managerial Economics?

SECTION-B

UNIT-I

2. Describe how does managerial economics help in decision making?
3. Discuss what is the use and importance of the concept of price elasticity of demand?

UNIT-II

4. What is production function? Discuss the law of variable proportions.
5. What is least cost combination of inputs? What are the limitations of the principle of least cost combination?

UNIT-III

6. Describe price elasticity of demand and revenue relationship. Do higher prices lead to increased revenue for a company?
7. Explain how price and output are determined under monopoly market?

UNIT-IV

8. What is product line pricing method? What are the problems in it?
9. Discuss how interest rate is determined by demand and supply of capital?

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.