

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 : 23-12-2023

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 :

- What do you mean by production possibility curve?
- What do you understand by movement along the demand curve?
- State the relationship between total revenue, average revenue and marginal revenue.
- What is kinked demand curve?
- Give the assumptions of indifference curve.
- Distinguish between accounting profit and economic profit.
- What are the properties of isoquants?
- Describe law of diminishing marginal utility.
- Describe the types of pricing practices.
- Describe the modern theory of cost.

SECTION-B

UNIT-I

2. Define Price Elasticity of Demand and explain why knowing the Price Elasticity of Product is useful to the firm's manager?
3. Explain the significance of indifference curves in maximizing Consumer Utility.

UNIT-II

4. Explain the cost - output relationship in the short run and in the long run.
5. Define Production Function. Describe different stages of law of variable proportions with the help of diagrams.

UNIT-III

6. What is Oligopoly? How does firm takes its pricing and output decisions under oligopoly?
7. How does Elasticity of Demand affect Revenue? State the relationship between two with the help of examples.

UNIT-IV

8. Differentiate between real and nominal interest rates. Discuss the Basic Capital Theory in measurement of Profit.
9. Explain the concept of '*peak load pricing practice*' in managerial economics with the help of examples.

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.