

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem-1)
MANAGERIAL ECONOMICS-I

Subject Code : BBAGE-101-18

M.Code : S75084

Date of Examination : 24-01-2025

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) Relationship between Managerial Economics and Management.
- (b) Price Elasticity of Demand.
- (c) Cobb-Douglas production function.
- (d) Differentiate between explicit and implicit costs.
- (e) "In the long run all the costs are variable". Do you agree?
- (f) What is perfect competition?
- (g) What is meant by equilibrium of the firm?
- (h) Price Leadership Model.
- (i) Quasi Rent.
- (j) Measurement of Profit.

SECTION-B

UNIT-I

2. What do you mean by Managerial Economics? Discuss its nature and scope.
3. Briefly explain the significance of demand forecasting and elaborate various techniques of demand forecasting.

UNIT-II

4. What is production function? Explain how equilibrium is determined when the producer is producing one commodity.
5. Discuss the main determinants of a cost function and also state the relationship between production & cost in the short-run.

UNIT-III

6. What do you mean by Revenue? Also, discuss in brief, the concept of total, average and marginal revenue.
7. What are the characteristics of perfect competition? Discuss the equilibrium of a firm in the short and long periods under perfect competition.

UNIT-IV

8. What do you mean by pricing? Discuss the various types of pricing strategies.
9. **Write descriptive note on the following:**
 - (a) Collective Bargaining.
 - (b) Real vs. Nominal Interest Rates.

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.