Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐ **Total No. of Pages : 02**

Total No. of Questions : 09

BBA(SIM) (Sem–1)

MANAGERIAL ECONOMICS-I

Subject Code : BBAGE-101-18

M.Code : 75084

Date of Examination: 23-12-2024

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) Explain isoquant curve.

b) What do you mean by Equilibrium of the firm under perfect competition?

c) What is collusive oligopoly?

d) Discuss the significance of managerial economics.

e) What is zero income elasticity?

f) What do you mean by autonomous demand?

g) Differentiate average revenue and marginal revenue.

h) Define collective bargaining.

i) State the relationship between cost and production function.

j) Write a note on target pricing.

SECTION-B

UNIT-I

2. How does Managerial Economics help in Business Decision Making? Explain with examples.

3. How do you find Consumer's Equilibrium by using the indifference curve technique and explain the properties of Indifference Curve?

UNIT-II

4. Elucidate production function and isoquants. Elucidate the relationship of Productivity and Technology.

5. What do you mean by Producer's Equilibrium? Also, Discuss the Law of Return to Scale.

UNIT-III

6. Define Monopolistic Competition. How the firm takes the pricing and output decisions under Monopolistic Competition.

7. Discuss the Average Revenue Curve of a firm under Monopoly and Perfect Competition with the help of diagram and explain the difference in these curves, if any.

UNIT-IV

8. Explain the Price Determination in practice in Managerial Economics. Elaborate the concept of Economies of Advertisement Costs.

9. Critically explain the concept of Factor Pricing. Also discuss the types of pricing practices used in Managerial Economics.

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.