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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 : 18-06-2025

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 have to attempt any ONE question from each Sub-section.

**SECTION - A**

**1. Write briefly :**

- a) What is Opportunity cost?
- b) What is demand?
- c) What is income elasticity?
- d) What is total revenue?
- e) What is monopoly?
- f) What is collusive oligopoly?
- g) What is the concept of rent?
- h) What is collective bargaining?
- i) What is price leadership?
- j) What is return on capital?

## **SECTION - B**

### **UNIT - I**

2. What is managerial economics? Explain its role in decision making?
3. What are the determinants of Demand?

### **UNIT - II**

4. What is cost? What are determinants of cost?
5. What is production function? Explain long run production function.

### **UNIT - III**

6. Explain different types of revenue.
7. How equilibrium is determined under monopolistic competition?

### **UNIT - IV**

8. Explain different types of pricing practices.
9. What are the factors affecting demand of factor of production?

**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.**