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: 16-01-2026

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) What is Incremental cost?

b) What is the concept of scarcity?

c) What is cross elasticity?

d) Explain isoquant curve.

e) Write a note on target pricing.

f) What is Average revenue?

g) What is the oligopoly?

h) What is collective bargaining?

i) What is price leadership?

j) Explain return on capital.

SECTION - B

UNIT-I

2. Explain the nature and scope of managerial economics.

3. What is Demand? How demand is forecasted for new product?

UNIT-II

4. What is production function? How producer's equilibrium is estimated?

5. What is cost? What are determinants of cost?

UNIT- III

6. What is revenue? Explain different types of revenues.

7. How price and output is determined under collusive oligopoly?

UNIT-IV

8. Explain in different types of pricing practices.

9. What are interest rates? Differentiate between Real and 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.