

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA(RD)/BBA/BBA(SIM)/BBA(Business Economics) (2018 Batch)(Sem-1)

MANAGERIAL ECONOMICS-I

Subject Code : BBAGE-101-18

M.Code : 75084

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 opportunity cost?
- b) Explain the incremental concept.
- c) What do you mean by demand estimation?
- d) What is the production function?
- e) What do you mean by returns to scale?
- f) What are explicit costs?
- g) What is revenue?
- h) Define Oligopoly.
- i) What do you mean by commodity pricing?
- j) What is nominal interest rate?

SECTION-B

UNIT-I

2. Define Managerial Economics. Discuss in brief the nature and scope of managerial economics.
3. What is the elasticity of demand? Why does it vary with different commodities? What are various methods to measure it?

UNIT-II

4. Explain the law of variable proportions. Discuss the various stages of this law with the help of a table and diagrams.
5. Why is the short -run average cost curve U-shaped? Discuss the relationship between average cost and marginal cost with the help of a table and diagram.

UNIT-III

6. Discuss the concept of total, average and marginal revenue. How will you distinguish between average and marginal revenue?
7. Define Perfect Competition. How is price determined under perfect competition? Explain with the help of suitable diagrams.

UNIT-IV

8. What is pricing practices? Explain briefly the main objectives and various types of pricing practices.
9. How do you explain collective bargaining? What are the objectives and benefits of collective bargaining?

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.