

Roll No.

Total No. of Pages: 02

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BBA / BBA (BE / EM / RD / SIM) (Sem. – 1)

**MANAGERIAL ECONOMICS I**

Subject Code: BBAGE-101-18

M Code: 75084

Date of Examination : 14-01-2023

Time: 3 Hrs.

Max. Marks: 60

**INSTRUCTIONS TO CANDIDATES:**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : UNITS-I, II, III & IV. Each Sub-section contains TWO questions each, carrying TEN marks each.
3. Students have to attempt any ONE question from each Sub-section.

**SECTION-A**

1. Write short notes on the following:

- a) Managerial economics
- b) Scarcity
- c) Want
- d) Desire
- e) Price elasticity
- f) Demand elasticity
- g) Short run cost
- h) Oligopoly
- i) Perfect competition
- j) Commodity

## SECTION-B

### UNIT-I

2. Discuss the scope and nature of managerial economics in detail.
3. Explain the concept of demand and its determinants.

### UNIT-II

4. Discuss the short run and long run production function Isoquant in detail.
5. Briefly explain the concept of cost and its determinants.

### UNIT-III

6. Discuss the concept of revenue and various types of revenue.
7. Explain assumption and equilibrium of perfect competition.

### UNIT IV

8. What do you mean by pricing practices? Also, explain various types of pricing practices.
9. Explain the following:
  - a) Real interest
  - b) Nominal Interest

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**