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Total No. of Pages : 02

Total No. of Questions : 09

**BBA/BBA RD (2018 Onwards)**  
**BBA(SIM) (2018 Batch) /BBA(Event Management)**  
**(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. Production possibility curve
- b. Cross elasticity of demand
- c. Price line
- d. Short run production function
- e. Marginal cost
- f. Reserve capacity
- g. Economic Efficiency
- h. Advertisement cost
- i. Collective bargaining
- j. Quasi rent



**SECTION-B****UNIT-I**

2. Define Managerial Economics. Elaborate its relationship with other disciplines in detail.
3. Illustrate process of consumer equilibrium using indifference curve approach of consumer behaviour. Also discuss its limitations.

**UNIT-II**

4. How long run production decisions are executed by the managers in recent times? Answer in the context of production theory.
5. Discuss in detail the applications of average cost and marginal cost curves in business decisions pertaining to cost management.

**UNIT-III**

6. Demonstrate the relationship between average revenue, marginal revenue and elasticity of demand in detail.
7. What do you mean by price discrimination? Explain its types and degrees.

**UNIT-IV**

8. What do you mean by pricing practices? Give a detailed description of their types along with examples.
9. Give a detailed description of derivation of demand and supply curve of a factor.

**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.**