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Total No. of Pages : 02

Total No. of Questions : 18

BBA/BBA(RD/Business Economics/Events Management) (2018 Onwards)
BBA(SIM) (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. Students have to attempt any ONE question from each Sub-section.

SECTION-A**Write briefly :**

1. Decision making
2. Opportunity cost
3. Scarcity
4. Demand
5. Need
6. Cross elasticity
7. Demand forecasting
8. Marginal revenue
9. Nominal interest rate
10. Monopolistic competition





SECTION-B

UNIT-I

11. What do you mean by managerial economics? Also discuss its nature.
12. Explain the difference curve analysis in detail. Also discuss its assumption and properties.

UNIT-II

13. Discuss the production function. Also explain concept of productivity and technology.
14. Briefly explain modern theory of cost concept. Also discuss relationship between cost and revenue.

UNIT-III

15. Define Market. Also discuss various types of markets.
16. Discuss the concept of average revenue and marginal revenue.

UNIT-IV

17. What do you mean by pricing practices? Also explain commodity pricing in detail.
18. Explain the following :
 - a. Rate of return
 - b. Concept of rent

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.

