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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.