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Total No. of Pages: 02

Total No. of Questions: 09

**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.**