

**Roll No.**

**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.**