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Roll No. ☐☐☐☐☐☐☐☐☐☐☐ Total No. of Pages : 02

Total No. of Questions : 09

BBA(RD)/BBA/BBA(SIM)/BBA(Business Economics) (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. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write briefly :**

   a) What is opportunity cost?

   b) Explain the incremental concept.

   c) What do you mean by demand estimation?

   d) What is the production function?

   e) What do you mean by returns to scale?

   f) What are explicit costs?

   g) What is revenue?

   h) Define Oligopoly.

   i) What do you mean by commodity pricing?

   j) What is nominal interest rate?

SECTION-B

UNIT-I

2. Define Managerial Economics. Discuss in brief the nature and scope of managerial economics.

3. What is the elasticity of demand? Why does it vary with different commodities? What are various methods to measure it?

UNIT-II

4. Explain the law of variable proportions. Discuss the various stages of this law with the help of a table and diagrams.

5. Why is the short -run average cost curve U-shaped? Discuss the relationship between average cost and marginal cost with the help of a table and diagram.

UNIT-III

6. Discuss the concept of total, average and marginal revenue. How will you distinguish between average and marginal revenue?

7. Define Perfect Competition. How is price determined under perfect competition? Explain with the help of suitable diagrams.

UNIT-IV

8. What is pricing practices? Explain briefly the main objectives and various types of pricing practices.

9. How do you explain collective bargaining? What are the objectives and benefits of collective bargaining?

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1/12/18

Roll No. Total No. of Pages : 02

Total No. of Questions : 09

BBA(RD)/BBA/BBA(SIM)/BBA(Business Economics) (2018 Batch)(Sem–1)

MANAGERIAL ECONOMICS I

Subject Code : BBAGE-101-18

Paper ID : [75084]

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

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2. SECTIONS-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. a) Define Opportunity Cost.

b) What is the concept of scarcity?

c) What is Price Line?

d) What is an isoquant?

e) How does price determine the demand of a normal commodity?

f) What happens to total revenue in case of perfectly inelastic demand of a commodity with rise in its price?

g) What do you understand by large number of buyers and sellers under perfect competition?

h) What is advertising cost?

i) What is real interest rate?

j) Define the term 'Normal Profit'.

SECTION-B

UNIT-I

2. What is managerial economics? Describe its nature and scope.

3. Define Indifference Curve. Explain its various properties.

UNIT-II

4. What is the Law of Diminishing Marginal Returns? What are the main assumptions of this law?

5. Explain the reasons for U shape of average variable cost curve.

UNIT-III

6. Discuss the conditions for price discrimination under monopoly.

7. Explain the relationship between average revenue and marginal revenue under perfect competition.

UNIT-IV

8. Discuss Innovation Theory of profit.

9. Explain Liquidity Preference Theory of rate of interest.

3-12-20 (M)

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

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Roll No. Total No. of Pages : 02

Total No. of Questions : 09

BBA / BBA(SIM) (Sem–1)

MANAGERIAL ECONOMICS-I

Subject Code : BBAGE-101-18

M.Code : 75084

Date of Examination : 23-12-2023

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) What do you mean by production possibility curve?

   b) What do you understand by movement along the demand curve?

   c) State the relationship between total revenue, average revenue and marginal revenue.

   d) What is kinked demand curve?

   e) Give the assumptions of indifference curve.

   f) Distinguish between accounting profit and economic profit.

   g) What are the properties of isoquants?

   h) Describe law of diminishing marginal utility.

   i) Describe the types of pricing practices.

   j) Describe the modern theory of cost.

SECTION-B

UNIT-I

2. Define Price Elasticity of Demand and explain why knowing the Price Elasticity of Product is useful to the firm's manager?

3. Explain the significance of indifference curves in maximizing Consumer Utility.

UNIT-II

4. Explain the cost - output relationship in the short run and in the long run.

5. Define Production Function. Describe different stages of law of variable proportions with the help of diagrams.

UNIT-III

6. What is Oligopoly? How does firm takes its pricing and output decisions under oligopoly?

7. How does Elasticity of Demand affect Revenue? State the relationship between two with the help of examples.

UNIT-IV

8. Differentiate between real and nominal interest rates. Discuss the Basic Capital Theory in measurement of Profit.

9. Explain the concept of *'peak load pricing practice'* in managerial economics with the help of examples.

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Total No. of Questions : 09

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BBA(SIM) (Sem–1)

MANAGERIAL ECONOMICS-I

Subject Code : BBAGE-101-18

M.Code : 75084

Date of Examination : 18-06-2024

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) Relationship between Managerial Economics and Statistics.

(b) Cross Elasticity of Demand.

(c) Define production function.

(d) Differentiate between short run and long run costs.

(e) What is the relevance of studying opportunity cost?

(f) What is meant by monopoly market structure?

(g) Relationship between Elasticity of Demand and Revenue.

(h) Any two determinants of Demand.

(i) Quasi Rent.

(j) Collective Bargaining.

SECTION-B

UNIT-I

2. Discuss in brief the nature of Managerial Economics. Also, describe the role of Managerial Economics in decision making.

3. Explain the properties of indifference curves with the help of suitable examples.

UNIT-II

4. Explain the law of returns to scale. Also, discuss it in the light of with the help of isoquants.

5. Explain the nature of short run cost curves. Show the relationship between short run Average Cost (AC) and Marginal Cost (MC) curves with the help of diagrams.

UNIT-III

6. Discuss the concept of Total, Average and Marginal Revenue. How will you distinguish between Average and Marginal Revenue?

7. What are the characteristics of Monopolistic Competition? Explain the short run equilibrium of a Monopolistic Competitive Firm.

UNIT-IV

8. What are the main objectives of Pricing Practices? Explain various types of Pricing Practices.

9. What do you mean by Factor Pricing? Give a detailed description of derivation of demand and supply curve of a factor.

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BBA(SIM) (Sem–1)

MANAGERIAL ECONOMICS-I

Subject Code : BBAGE-101-18

M.Code : 75084

Date of Examination: 23-12-2024

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

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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) Explain isoquant curve.

b) What do you mean by Equilibrium of the firm under perfect competition?

c) What is collusive oligopoly?

d) Discuss the significance of managerial economics.

e) What is zero income elasticity?

f) What do you mean by autonomous demand?

g) Differentiate average revenue and marginal revenue.

h) Define collective bargaining.

i) State the relationship between cost and production function.

j) Write a note on target pricing.

SECTION-B

UNIT-I

2. How does Managerial Economics help in Business Decision Making? Explain with examples.

3. How do you find Consumer's Equilibrium by using the indifference curve technique and explain the properties of Indifference Curve?

UNIT-II

4. Elucidate production function and isoquants. Elucidate the relationship of Productivity and Technology.

5. What do you mean by Producer's Equilibrium? Also, Discuss the Law of Return to Scale.

UNIT-III

6. Define Monopolistic Competition. How the firm takes the pricing and output decisions under Monopolistic Competition.

7. Discuss the Average Revenue Curve of a firm under Monopoly and Perfect Competition with the help of diagram and explain the difference in these curves, if any.

UNIT-IV

8. Explain the Price Determination in practice in Managerial Economics. Elaborate the concept of Economies of Advertisement Costs.

9. Critically explain the concept of Factor Pricing. Also discuss the types of pricing practices used in Managerial Economics.

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Total No. of Pages : 02

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BBA (Sem–1)
MANAGERIAL ECONOMICS-I
Subject Code : BBAGE-101-18

M.Code : S75084

Date of Examination : 24-01-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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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) Relationship between Managerial Economics and Management.

(b) Price Elasticity of Demand.

(c) Cobb-Douglas production function.

(d) Differentiate between explicit and implicit costs.

(e) "In the long run all the costs are variable". Do you agree?

(f) What is perfect competition?

(g) What is meant by equilibrium of the firm?

(h) Price Leadership Model.

(i) Quasi Rent.

(j) Measurement of Profit.