

BBA-I (Session 2025-26)
(Logistic/Innovation/Banking)

MST 1

Subject : Managerial Economics

Time: 1 ½ hr.

M.M.: 36

Note: Attempt any 2 Question from Section A. Section B is compulsory.

Section A

12×2=24

1. Discuss nature and scope of managerial economics in detail.
2. What do you mean by elasticity of Demand? Discuss method of measuring various elasticity of Demand.
3. Define consumer Equilibrium. Explain it in detail with the help of indifference curve Analysis.
4. Discuss Law of Return to Scale in detail.

Section B

2×6=12

Write short notes on:

1. Contraction in Demand
2. Income Elasticity of Demand.
3. Opportunity cost principle
4. Demand Forecasting
5. Law of Diminishing Marginal Utility
6. Law of Demand