

BBA/D-18

## MANAGERIAL ECONOMICS

PAPER : BBA-103

### 1. Compulsory Questions

- (a) Explain the incremental principle with example.
- (b) What is market demand? Discuss with diagram.
- (c) Define ordinal concept of utility with suitable example.
- (d) What is meant by return to a factor?
- (e) Which are the costs included in implicit cost.
- (f) What is price rigidity?

### 2. Explain profit maximization goal of the firm. What are its merits and demerits?

### 3. What is a demand curve? Why does the demand curve slope downwards of the right? Are there any exceptions to it?