

Roll No.....

Total Pages: 3  
**14584**

**BBA/D-17**  
**MANAGERIAL ECONOMICS**  
Paper: BBA-103

Time: Three Hours

Maximum Marks: 80

Note: Attempt Five questions in all. Q. No. 1 is compulsory. All questions carry equal marks.

1. Write notes on the following :
  - (a) Marginal principle
  - (b) Relationship between AC and MC
  - (c) Market demand
  - (d) Properties of IC
  - (e) Selling cost
  - (f) Revenue function.
2. Differentiate between economics and managerial economics. Also explain the scope of managerial economics.
3. Discuss the assumptions of cardinal utility approach. Explain the consumer's equilibrium with the principle of equi-marginal utility.
4. What is price elasticity of demand? Explain any three methods to measure price elasticity of demand.
5. Explain in detail the various stages of law of variables proportion. Also explain the relevance of this law.
6. What is the difference between TC, AC and MC? Explain the short run and long run cost curves.
7. What are the types of price discrimination? Explain the price and output determination in discriminating monopoly.
8. What are the characteristics of Oligopoly? Discuss the causes for the existence of the oligopoly.