

Roll No. ....

Total Pages : 2

**14607**

**BBA/D-15**

**MANAGERIAL ECONOMIC-1**

**PAPER: BBA-103**

Time: Three Hours

[Maximum Marks:

Regular: 80

Reappear: 90

**Note:** Attempt five questions in all. Question No. 1 is compulsory. All questions carry equal marks.

**1. Answer all parts briefly**

- (a) What do you mean by scope of Managerial Economics?
- (b) Write two objectives of the firm.
- (c) Define and draw Market demand.
- (d) Is law of diminishing marginal utility universal?
- (e) Define production and cost function.
- (f) What is the meaning of MU and MRS?

- 2. How marginal and incremental principles help in managerial decision- making?
- 3. Write a detailed note on elasticity of demand tell its main determinants.
- 4. Illustrate the concept of indifference curves with help of one of its application,
- 5. Critically examine Law of variable proportions.
- 6. How prices can be differentiated under monopoly?
- 7. Write main properties of perfect competition. How equilibrium of firm is determined in short-run?
- 8. Elucidate short-run and long- run cost curves.