

Roll No :

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

BB-276

B.B.A. (Part-III) DUE IInd Year Examination, 2021

MANAGERIAL ECONOMICS

Paper - BBA-201

Time : 1½ Hours]

[Maximum Marks : 70

Section-A

(Marks : 2 × 10 = 20)

Note :- All *ten* questions are compulsory. Each question is to be attempted in **50** words. Each question carries **2** marks.

Section-B

(Marks : 10 × 3 = 30)

Note :- Attempt any *three* questions. Each question is to be attempted in **500** words. Each question carries **10** marks.

Section-C

(Marks : 20 × 1 = 20)

Note :- *One* question based on case study is compulsory and carries 20 marks.

Section-A

2 each

1. (i) Define Managerial Economics.
- (ii) What is Elasticity of Demand ?
- (iii) What is Production Function ?
- (iv) What is Monopoly ?
- (v) What is Opportunity Cost ?
- (vi) What is Consumer Equilibrium ?

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- (vii) Explain Profit Maximisation.
- (viii) Distinguish between average revenue and marginal revenue.
- (ix) What is Economies of Scale ?
- (x) Distinguish between fixed cost and variable cost.

Section–B

10 each

- 2. Explain different types of price elasticity of demand.
- 3. Discuss relationship between AR, MR and TR under perfect competition.
- 4. What is Perfect Competition ? Explain short-run and long-run equilibrium of a firm under perfect competition.
- 5. Write short notes on the following :
 - (a) Law of production
 - (b) Oligopoly
- 6. Critically examine liquidity preference theory of Interest.

Section–C

20 each

- 7. Examine critically profit maximisation as the objective of business firms. Explain the first and second order conditions of profit maximisation.