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Total No. of Questions : 7 ]

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**B.B.A. (Part-II) Examination, 2022**

**MANAGERIAL ECONOMICS**

Paper - BBA 201

*Time : 3 Hours ]*

*[ Maximum Marks : 70*

**Section-A**

**(Marks : 2 × 10 = 20)**

*Note :-* All the *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**

1. Attempt all questions :

- (i) Distinguish between Autonomous demand and Derived demand.
- (ii) “Two indifference curve cannot intersect each other.” Give reasons.

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- (iii) Define short-run and long-run time period.
- (iv) Explain the term TFC with example and diagram.
- (v) Discuss the relation between AR and MR when price is constant.
- (vi) Define Cartel.
- (vii) What is the essence of Marginal Productivity Theory of Wages ?
- (viii) What do you mean by Economic Profit ?
- (ix) Net Interest v/s Gross Interest.
- (x) Define Contract Rent.

### **Section-B**

- 2. List the major purpose of demand analysis from the stand point of Business Management. Can managers manipulate all the variables which affect demand ?
- 3. Discuss the 'Laws of Returns' with example and diagrams.
- 4. Define Monopolistic Competition. How price and output is determined under monopolistic competition in short-run ?
- 5. Critically examine the Keynesian theory of liquidity preference.
- 6. Write short notes on the following :
  - (i) Kinked demand curve model of oligopoly.
  - (ii) Pricing strategy in life-cycle of a product.

**Section-C**

7. (a) “Managerial economics bridges the gap between economic theory and business practice.” Explain with examples.
- (b) Complete the following short-run cost table :

<b>Output per day</b>	<b>TC</b>	<b>TFC</b>	<b>TVC</b>	<b>AC</b>	<b>AFC</b>	<b>AVC</b>	<b>MC</b>
0	630			—	—	—	—
50	850						
100				10.50			
150				.8			
200						3.45	
250						3.40	
300			1050				
350			1300				
400							6.80
450			2070				
500	3175						