



UA-3507

B. B. A. (Sem. I) Examination

March/April - 2012

Managerial Economics : Paper - I

Time : Hours]

[Total Marks :

Instructions :

(1)

नीचे दशांशक निशानीवाणी विगतो उत्तरवही पर अवश्य लखवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="B. B. A. (SEM. 1)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="MANAGERIAL ECONOMICS - 1"/>	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="5"/> <input type="text" value="0"/> <input type="text" value="7"/>	<input type="text"/>
Section No. (1, 2,.....): <input type="text" value="NIL"/>	<input type="text"/>
Student's Signature	

- (2) All questions are compulsory.
- (3) All questions carry equal marks.
- (4) To the point answer is expected.
- (5) Draw a diagram where it is necessary.

1 Answer in brief :

- (a) State the features of managerial economics.
- (b) State the features of monopoly market.
- (c) State the basic conditions of equilibrium of a firm.
- (d) What is dumping ?
- (e) Differentiate the concepts of Gross Profit and Net Profit.
- (f) What is Break Even Point ?
- (g) What is price leadership ?

2 What is managerial economics ? Discuss the nature and scope of managerial economics in detail.

OR

2 State the key features of perfect competitive market. How a firm attains equilibrium under perfect competitive market in short run.

3 What is price discrimination ? Under what circumstances it is possible and profitable ?

OR

3 (a) Explain the kinked demand curve model of oligopoly market.  
(b) Explain the concept of monopolistic wastage.

4 What is break even analysis ? Discuss its usefulness in business decision making.

OR

4 (a) What is product differentiation ?  
(b) Explain the stages of Case study.

5 Write short notes on : (any two)

- (1) Functions of managerial economists
- (2) Schumpeter's theory of profit
- (3) Selling cost
- (4) Equi-marginal principle.