



UA-3507
B. B. A. (Sem. I) Examination
March/April – 2012
Managerial Economics : Paper - I

Time : Hours]

[Total Marks :

Instructions :

(1)

<p>नीचे दृशविल निशानीवाणी विगतो उत्तरवही पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination : B. B. A. (SEM. 1)</p> <p>Name of the Subject : MANAGERIAL ECONOMICS - 1</p> <p>Subject Code No. : 3 5 0 7 Section No. (1, 2,...): NIL</p>	<p>Seat No. : <input type="text"/><input type="text"/><input type="text"/><input type="text"/><input type="text"/><input type="text"/></p> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; margin-top: 10px;">Student's Signature</div>
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- (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.