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BBA(I)/H – 3/14

2014

Time : 3 hours

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

Group – A

(Objective Type Questions)

Answer all questions.

1. Choose the correct answer of the following :

2×10 = 20

(a) Managerial Economics is related to :

(i) Economics

(ii) Mathematics

(iii) Statistics

(iv) All of the above

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(Turn over)

(b) Which is not included in Managerial Economics ?

- (i) Demand Forecasting
- (ii) Pricing Decision
- (iii) Production Planning
- (iv) Dividend Decision

(c) Who used the words 'Micro' and 'Macro' first in Economics ?

- (i) Marshall
- (ii) Ricardo
- (iii) Adam Smith
- (iv) Ragnar Frisch

(d) Which of the following is studied under Micro Economics ?

- (i) Individual Family
- (ii) Individual Firm
- (iii) Individual Industry
- (iv) All the above

(e) Average Variable Costs can be defined as :

- (i) $TVC \times Q$

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(2)

Contd.

(ii) $TVC + Q$

(iii) $TVC - Q$

(iv) $TVC \times Q$

(f) Law of Diminishing Return was propounded by :

(i) Adam Smith

(ii) Marshall

(iii) J. S. Mill

(iv) Ricardo

(g) An indifference curve represents :

(i) One commodity

(ii) Two commodities

(iii) Four commodities

(iv) All of the above

(h) Inflation is that situation in which price level :

(i) Rises

(ii) Falls

(iii) Remains unchanged

(iv) None of the above

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(3)

(Turn over)

(i) Which of the following factor affects elasticity of demand ?

- (i) Nature of Goods
- (ii) Price Level
- (iii) Income level
- (iv) All of the above

(i) Consumer behaviour is studied in :

- (i) Micro Economics
- (ii) Macro Economics
- (iii) Income Theory
- (iv) None of the above

Group – B

(Long-answer Type Questions)

Answer any four questions of the following :

15×4 = 60

- 2. Define Managerial Economics and discuss its importance.
- 3. How do you distinguish between Micro and Macro Economics ? Point out their inter-dependence.

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(4)

Contd.

4. Discuss Consumer's equilibrium with the help of utility analysis.

5. Explain the concept of Indifference Curve. On what assumption does it depend ?

6. What do you mean by elasticity of demand ? Explain its various kinds with the help of diagrams.

7. Define National Income. Explain its various concepts.

8. What is monopoly ? How prices are determined under monopoly ?

9. Discuss the Law of Variable Proportion.

10. Discuss with example the percentage method of calculation of Elasticity of Demand.



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(5)

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