



RAN - 1808000401070001

RAN-1808000401070001**Managerial Economics-I Examination****March / April - 2019****B.B.A. SEMESTER-I (CBCS)****સૂચના : / Instructions**

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી.

Fill up strictly the details of signs on your answer book

Name of the Examination:

B.B.A. SEMESTER-I (CBCS)

Name of the Subject :

Managerial Economics-I Examination

Subject Code No.: 1808000401070001

Seat No.:

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Student's Signature

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks of each question.
3. Answer should be to the point and legible.
4. Draw the diagram wherever necessary.
5. Clearly indicate the options you attempt.

Q-1 Answer in brief: (10)

- 1) Define monopoly and state its four features.
- 2) Give the definition of managerial economics as given by McNair and Meriam.
- 3) What are selling cost? How it differ from production cost?
- 4) Differentiate between gross profit and net profit.
- 5) What do you mean by equi-marginal principle?

Q-2 Discuss the fundamentals of managerial economics. Explain the scope of managerial economics as a tool of management decision making. (13)**OR****Q-2 Explain how price and output is determined by firms in short-run and long-run under conditions of perfect competition. (13)**

Q-3 Define profit and critically analyze JB Clark's theory of profit. **(13)**

OR

Q-3 Explain price rigidity under oligopoly market in terms of kinky demand curve. **(13)**

Q-4 **Write short notes: (Any Two)** **(14)**

- (1) Significance of decision making in business
 - (2) The price leadership model
 - (3) Duties of a managerial economist
 - (4) Characteristics of profit
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