Paper Code: NBBA5302

School of Management, BBD University

Program: BBA **Sem: 3**

First Sessional Test Paper Odd Sem (2024-25)

Subject: Managerial Economics

Time: 60 Minutes **Max. Marks: 30**

SECTION-A

(This section contains very short answer type questions)

Q. No. 1. Attempt *All parts* of the following: **[5*1 = 5]**

a) **What is Incremental principle?**
b) **Define Opportunity Cost**
c) **State the Law of Supply**
d) **What is Marginal cost?**
e) **Define 'returns to scale'**

SECTION-B

Q.No.2. Attempt *any Two* of the following: **[7.5*2 = 15]**

a) **List the main features of Managerial economics**
b) **Explain briefly the objectives of a business firm**
c) **State and explain the exceptions to law of demand**
d) **Explain the law of variable proportion with example.**

SECTION-C

Q. No. 3. Attempt any *One of* the following: **[10*1 = 10]**

a) **Describe the concept of Equi-marginal utility.**
b) **Explain different degrees of Elasticity of demand.**
c) **What are the various techniques of demand forecasting? Explain.**