

ANDHRA UNIVERSITY
MODEL QUESTION PAPER
BBA – FIRST SEMESTER With effect from 2015-16
MANAGERIAL ECONOMICS

Max.Marks : 75

SECTION – A

Answer any Five question of the following.

5 x 5 = 25 Marks

- 1) Cardinal utility
- 2) Elasticity of Demand
- 3) Consumers' surplus
- 4) Production function
- 5) Oligopoly
- 6) Monetary Policy
- 7) Balance of Trade
- 8) Trade Cycle

SECTION – B

Answer the following questions:

5 x 10 = 50 Marks

- 9) Distinguish between Micro and Macro Economics.
(OR)
Explain the Law of Diminishing Marginal Utility.
- 10) Explain different kinds of Price Elasticity of Demand.
(OR)
Explain Law of Demand. Bring out its importance and exceptions.
- 11) Explain law of Diminishing Marginal Returns.
(OR)
Explain law of Returns to Scale
- 12) Explain the characteristics of perfect competition. How is price determined in long run under perfect competition?
(OR)
Explain differences between skim-the-cream pricing and penetration pricing.
- 13) Explain different concepts of national income.
(OR)
What do you mean by balance of payments? Explain the components of balance of payments.