

**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.