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BBA 181202

BINA CHOWDHURY
(GIMT & GIPS)
Azara, Hatkhowapara,
Guwahati - 781017

Roll No. of candidate

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2019

B.B.A. 2nd Semester End-Term Examination

MANAGERIAL ECONOMICS

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks
for the questions.

Answer *all* question from question No. 1 and any *four*
group of questions from rest.

1. Fill in the gaps with appropriate word :

(10 × 1 = 10)

- (i) Law of demand is an inverse relationship between _____ and quantity demanded of a commodity.
- (ii) For substitute goods cross elasticity of demand is _____ (positive/negative/zero)
- (iii) For luxury goods income elasticity is _____ (positive/negative/zero)

Turn over

- (iv) Micro analysis deals with _____
(consumer behaviour/national income/poverty)
- (v) Production function is a _____
(technical/mechanical/economical) relationship
between input and output.
- (vi) Isoquant means _____ (equal/unequal)
product curve.
- (vii) Law of return to factor is a _____ (short
run/long run) phenomenon.
- (viii) The degree of responsiveness of quantity
demanded to change in price of complementary
good is known as _____ (price elasticity/
income elasticity/ cross elasticity)
- (ix) The reason behind convex isoquant is _____
(diminishing MRTS/Increasing MRTS)
- (x) The output elasticity will be greater than one
when there is _____ (increasing return
to scale/diminishing return to scale)
2. (a) Define cross elasticity of demand and income
elasticity of demand. (7+8)
- (b) Discuss the concepts of total revenue, marginal
revenue, average revenue, total cost, marginal
cost and average cost.
3. (a) Define law of demand with appropriate table
and diagram. (7+8)
- (b) What are the determinants of demand?
4. (a) Discuss the law of return to scale with suitable
diagram. (7+8)
- (b) What are economies and diseconomies of scale?

5. (a) What is an isoquant and an isocost? Illustrate with table and diagram. (7+3+5)
- (b) State the properties of Isoquant.
- (c) What is MRTS?
6. (a) What are the different degrees of price discrimination? (5+10)
- (b) How does a firm under simple monopoly reach equilibrium price and quantity in the short run?
7. (a) Discuss the concept of poverty in India. What are the causes of poverty? (4+4+7)
- (b) Discuss about some of the poverty alleviation programmes in India.
8. (a) What are the types of unemployment? (8+7)
- (b) What are the causes of unemployment?
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