

**FIRST SEMESTER (CBCSS-UG) DEGREE EXAMINATION**  
**NOVEMBER 2021**  
**B.B.A.**

**BBA 1C - 01 -MANAGERIAL ECONOMICS**

Part A

Answer the following questions.  
Each question carries 3 marks.

**1. What do you mean by Law of diminishing marginal utility ?**

It states that when a consumer consumes more of a commodity, every additional unit of that commodity will give him less satisfaction. Therefore, the consumer will buy more only at a lower price.

**2. Define Implicit Cost.**

An implicit cost is any cost already incurred but not explicitly expressed or reported as a separate expense. It is also called an imputed cost, implied cost, or notional cost, is the opportunity cost equal to what a firm must give up in order to use a factor of production for which it already owns and thus does not pay rent.

**3. What is collusive oligopoly ?**

Collusion means 'to play together'. Collusive oligopoly is a market situation wherein the firms cooperate with each other in determining price or output or both.

# Bba First Semester Managerial Economics

**G Psacharopoulos**



## **Bba First Semester Managerial Economics:**

Pakistan & Gulf Economist ,2008-06      **Announcement** University of Michigan--Dearborn,1979      **Undergraduate Announcement** University of Michigan--Dearborn,1983      **The College of Business Administration** University of Toledo,1953      **Current and Emerging Trends of Management Education in the Asia-Pacific Region** ,1992 *Handbook* ,2001      *University of Chattanooga Bulletin* University of Chattanooga,1923      Course Catalog Northeastern University (Boston, Mass.),1928      Harvard Business School Bulletin ,1972      **Economics for Managers** Geraint Johnes,1990 Presents the microeconomic issues which concern the firm demand analysis the study of costs and the structure of markets Examines the optical response of the firm to predicted changes in macroeconomic environment and studies the theories of managerial behaviour      **Barron's Guide to Graduate Business Schools** ,2007      University of Colorado Catalogue University of Colorado,1927      Quinquennial Catalog University of Toledo,1943      **Catalogue** University of Oregon,1945      **The College Handbook** College Entrance Examination Board,1998 Presents information on 4 year colleges and universities and 2 year community colleges and technical schools      **Undergraduate Study in Australia** ,1994      **The College Handbook, 1996** College Board,College Board Staff,1995-08 For over 50 years students and their parents have relied on this handbook for complete facts about colleges throughout the country The only one volume guide to all accredited colleges both two and four year schools the guide provides up to date information on admission policies acceptance rates financial aid campus life majors and more      **Catalogue for the Year ...** University of Oregon,1948

**The American Economic Review** ,1985 Includes annual List of doctoral dissertations in political economy in progress in American universities and colleges and the Hand book of the American Economic Association      **The College Blue Book** Macmillan Publishing,2004-11 Indexes the degrees offered by thousands of colleges in the U S and Canada in two lists one alphabetically by state or province and one by subject area

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