



**UNIVERSITY OF NORTH BENGAL**  
BBA Honours 1st Semester Examination, 2020

**GE1-BBA**

**MANAGERIAL ECONOMICS**

**COURSE: 104**

**ASSIGNMENT**

Full Marks: 60

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.*

**Answer any two questions from the following**

30×2 = 60

1. How the “Elasticity Concept” is useful in economic decision? Explain consumer equilibrium position and conditions in marginal utility theory. 15+15 = 30
2. Describe returns to scales and reasons behind economies and diseconomies of scale. Drive the long-run marginal cost curve from short cost curves. 15+15 = 30
3. Explain short-run equilibrium situations under perfect competition with the help of suitable diagram. “A monopolist will never sell its product at a price less than its average total cost.” —Is it true or false? Give reasons. 15+15 = 30

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