Roll No. | | | | | | | | | | | | **Total No. of Pages : 02**

Total No. of Questions : 09

BRDM/Bachelor in Service Industry Management (SIM) (2014 & Onwards)
BBA (2012 & Onward Batches)
(Sem.–1)

MICROECONOMICS

Subject Code : BBA-102
Paper ID : [C1122]

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

SECTION-A

1. Write briefly :

a. Micro Economics

b. Ordinal Utility Approach

c. Indifference Curve

d. Cross Elasticity of Demand

e. Law of Demand

f. Envelope Curve

g. Discriminating Monopoly

h. Interest

i. Quasi Rent

j. Features of Oligopoly

SECTION-B

UNIT-I

2. Discuss the basic problems of economy.

3. What are the conditions of consumer's equilibrium? Explain and illustrate equilibrium using indifference curve technique.

UNIT-II

4. Why does a demand curve slopes downward? Can a demand slope upward to the right under any condition?

5. Derive average revenue and marginal revenue from total revenue with the help of a table. Explain the relationship between average revenue and marginal revenue.

UNIT-III

6. Define economies of scale. Explain the internal and external economies of scale.

7. Briefly explain the short-run and long-run cost curves.

UNIT-IV

8. Define monopoly. Illustrate and explain price and output determination by a monopoly firm in the short-run.

9. Explain the loanable funds theory.