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

Total No. of Questions : 09

BBA (2012 & Onwards Batches)

Bachelor In Service Industry Management (SIM) / BRDM (2014 & Onwards)

(Sem.–1)

MICRO ECONOMICS

Subject Code : BBA-102

Paper ID : [C1122]

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

INSTRUCTION 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) What is Cardinal Utility?

b) Define micro economics

c) What is Income elasticity?

d) What is Budget line?

e) What is Industry?

f) What is non-price competition?

g) Define Duopoly

h) What is Production Function?

i) What is Marginal Revenue?

j) What is fixed cost?

SECTION-B

UNIT-I

2. Discuss Nature and Scope of microeconomics.

3. Explain the Law of diminishing marginal utility with exception to the law.

UNIT-II

4. What are the exceptions to the law of demand?

5. Explain the different methods to measure elasticity of Demand.

UNIT-III

6. What are the various internal and external economies of scale?

7. Distinguish the long run from the short run and explains the relevance of the distinction to cost analysis.

UNIT-IV

8. Explain short run equilibrium of the Firm under perfect competition.

9. What is classical and loan able fund theory?