SECTION-B

UNIT-I

Q2. Explain in detail the meaning, nature and scope of Micro-Economics. (10)

Q3. Explain Law of Substitution and bring out the importance of this Law. (6,4)

UNIT-II

Q4. Explain Law of Demand. What are its exceptions? (6,4)

Q5. Define Elasticity of Demand. How is it measured? (2,8)

UNIT-III

Q6. Explain the short run and long run cost curves and their interrelationship in detail. (10)

Q7. Explain the concept of optimum size of a firm. On what factors does it depend? (10)

UNIT-IV

Q8. Explain the Price output policy under Discriminating Monopoly. When Price Discrimination is profitable? (10)

Q9. Explain Modern Theory of Distribution. (10)

Roll No. _____ Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 & Onward Batches)

Bachelor in Service Industry Management (SIM) (2014 & Onwards)

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. SECTION-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

Q1. Write briefly :

a) Price Line

b) Relationship between Total Utility and Marginal Utility

c) Opportunity Cost

d) Cross Elasticity of Demand

e) Relationship between Average Revenue and Marginal Revenue

f) Implicit Costs

g) Excess Capacity

h) Kinky Demand Curve

i) Differentiate between Gross Profit and Net Profit

j) Marginal Principle