

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2014 to 2017)/B.SIM/BRDM (2014 & Onwards)
(Sem.-1)

MICROECONOMICS

Subject Code : BBA-102

M.Code : 10539

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

1. Answer briefly :

- a. Characteristics of Micro Economics
- b. Opportunity Cost
- c. Budget line
- d. Cross Elasticity of Demand
- e. Marginal Revenue
- f. Optimum size
- g. Economic Efficiency
- h. Selling cost
- i. Quasi rent
- j. Reserve capacity

SECTION-B

UNIT-I

2. Explain law of diminishing marginal utility with relevant examples.
3. Demonstrate consumer equilibrium using indifference curve approach of consumer behaviour.

UNIT-II

4. Discuss types and degrees of elasticity of demand in detail.
5. Show the relationship between average revenue, marginal revenue and elasticity of demand.

UNIT-III

6. Explain traditional theory of cost and highlight its importance in cost decisions.
7. Give a detailed outline of the process of taking production decisions under short run.

UNIT-IV

8. What do you mean by price discrimination? Also explain its types and degrees.
9. Critically appraise loanable funds theory of interest rate in detail.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.