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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 :

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

SECTION-A

1.

- a. Characteristics of Micro Economics
 b. Opportunity Cost
 c. Budget line
 d. Crost Tite

- d. Cross Elasticity of Demand
- e. Marginal Revenue
- f. Optimum size
- g. Economic Efficiency
- h. Selling cost
- i. Quasi rent
- Reserve capacity j.



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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.

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