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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

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)