

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.