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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
- i) Marginal Principle

1 | M- 10539 (S12)-1204

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? UNIT-III	(2,8)
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? UNIT-IV	(10)
Q8.	Explain the Price output policy under Discriminating Monopoly. When Discrimination is profitable?	Price (10)
Q9.	Explain Modern Theory of Distribution.	(10)

2 | M- 10539 (S12)-1204