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Total No. of Questions: 09

BBA (2012 & Onwards Batches)

Bachelor In Service Industry Management (SIM) / 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. SECTIONS-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. Write briefly:

- a) What is Cardinal Utility?
- b) Define micro economics
- c) What is Income elasticity?
- d) What is Budget line?
- e) What is Industry?
- f) What is non-price competition?
- g) Define Duopoly
- h) What is Production Function?
- i) What is Marginal Revenue?
- i) What is fixed cost?

1 M-10539 (S12)-976

SECTION-B

UNIT-I

- 2. Discuss Nature and Scope of microeconomics.
- 3. Explain the Law of diminishing marginal utility with exception to the law.

UNIT-II

- 4. What are the exceptions to the law of demand?
- 5. Explain the different methods to measure elasticity of Demand.

UNIT-III

- 6. What are the various internal and external economies of scale?
- 7. Distinguish the long run from the short run and explains the relevance of the distinction to cost analysis.

UNIT-IX

- 8. Explain short run equilibrium of the Firm under perfect competition.
- 9. What is classical and loan able fund theory?

2 M-10539 (S12)-976