

B.B.A. SEM – I (2015 CBCS COURSE) : WINTER - 2017
SUBJECT: BUSINESS ECONOMICS (MICRO)

Day : **Saturday**
Date : **11/11/2017**

Time: **02.00 PM TO 05.00 PM**
Max. Marks: 100

W-2017-1515

N.B.:

- 1) Attempt any **FOUR** questions from Section-I and Attempt any **TWO** questions from Section-II.
- 2) Answer to both sections should be written in **SEPARATE** answer sheets.
- 3) Assume suitable data, if necessary.
- 4) Figures to the right indicate **FULL** marks.
- 5) Draw neat labeled diagrams **WHEREVER** necessary.

SECTION-I

- Q.1** Define Business Economics. Explain the significance of Price elasticity of demand and market categories for the businessmen. **(15)**
- Q.2** Describe the methods of measuring Price elasticity of demand. **(15)**
- Q.3** Explain the three types of Returns to Scale. **(15)**
- Q.4** Describe the features of Monopolistic competition. **(15)**
- Q.5** Show how a Monopoly firm reaches its equilibrium in the short run with the help of MR and MC curves. **(15)**
- Q.6** Explain the role of Collective Bargaining in wage determination. **(15)**
- Q.7** Write notes on: **(15)**
- a) Exceptions to the Law of demand.
 - b) Backward bending Supply curve of labour.

SECTION-II

- Q.8** Explain the Marginal Productivity theory of Distribution. **(20)**
- Q.9** Review the Profit theories. **(20)**
- Q.10 a)** Explain in detail Production Possibility curve **(10)**
- b)** Distinguish between Micro and Macroeconomics. **(10)**

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