

B.B.A. (2010 COURSE) SEM- I : WINTER - 2017
SUBJECT : BUSINESS ECONOMICS (MICRO)

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

Time : **02.00 PM TO 05.00 PM**
Max. Marks : 70

W-2017-1551

N.B.:

- 1) **Q.No.1 is COMPULSORY.**
- 2) Attempt **ANY FOUR** questions from **Q.No.2 to Q.No.7.**
- 3) Figures to the right indicate **FULL** marks.

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- Q.1 a)** Explain nature of Business Economics. [07]
- b)** Difference between Micro and Macro economics [07]
- Q.2** What are the different types of Elasticity of Demand? [14]
- Q.3** Explain the fully concept of law of supply. [14]
- Q.4** Describe economies and diseconomies of scale. [14]
- Q.5** Explain equilibrium of perfect market. [14]
- Q.6** Explain Liquidity Preference Theory of Interest. [14]
- Q.7** Write short notes on **ANY TWO** of the following: [14]
- a) Concepts of TR, AR and MR
 - b) Factors affecting demand
 - c) Features of monopoly
 - d) Modern Theory of Rent

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