

SEAT No. \_\_\_\_\_

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SARDAR PATEL UNIVERSITY

B.B.A. (ISM) EXAMINATION, I SEM (CBCS, NC 2011 batch)

Saturday, Date: 27/10/2018

Session: Evening, Time: 02.00 pm To 04.00 pm

Subject Code: UM01CBBS06

Subject Title: Micro Economics

Total Marks:

60

NOTE: 1. All Questions are Compulsory.  
2. Figure to The Right Indicate Full Marks.

Q-1) Explain the scope & subject matter of economics. [15]

OR

Q-1) What is Micro & Macro Economics? Discuss its importance & limitation. [15]

Q-2) [A] what are the basic assumptions of economic theory? Discuss. [7]

[B] Explain the concepts of utility & its types. [8]

OR

Q-2) Explain the following concepts. [15]

- a. Price & value
- b. Wealth & welfare
- c. Standard Living

Q-3) Explain the law of demand & its change and shift of demand curve. [15]

OR

Q-3) Define supply & it's affecting factor. [15]

Q-4) What is marginal Productivity theory of distribution- Discuss. [15]

OR

Q-4) Explain the following concepts: [15]

- a. Average cost
- b. Marginal cost
- c. Fixed cost

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