

**A-1119**

Total Pages : 3

Roll No. ....

**BBA (N)-301**

**Micro Economics for Business**

Examination February, 2026

Time : 2:00 Hrs.

Max. Marks : 70

*Note :-* This paper is of Seventy (70) marks divided into Two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given therein. *Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

**Section-A**

**(Long Answer Type Questions) (2×19=38)**

*Note :-* Section 'A' contains Five (05) Long-answer type questions of Nineteen (19) marks each. Learners are required to answer any *two* (02) questions only.

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( 1 )

P.T.O.

1. Explain the nature and scope of Micro Economics. How is microeconomic analysis useful for business decision-making ?
2. What is Elasticity of Demand ? Explain price elasticity, income elasticity, and cross elasticity of demand with suitable examples.
3. Explain the concept of Consumer's Equilibrium using the Indifference Curve Approach. How do income and substitution effects arise due to a price change ?
4. Explain the concept of Production Isoquants. Discuss marginal rate of technical substitution and optimal combination of resources.
5. Explain Monopolistic Competition. How is price and output determined under monopolistic competition in the short run and long run ?

### **Section–B**

**(Short Answer Type Questions) (4×8=32)**

**Note :-** Section 'B' contains Eight (08) Short-answer type questions of Eight (08) marks each. Learners are required to answer any *four* (04) questions only.

1. Define marginal revenue and average revenue.
2. What is price elasticity of supply ?
3. Explain the concept of budget line.
4. What are returns to scale.
5. Define producer surplus.
6. What is price discrimination ?
7. Explain Ricardian theory of rent.
8. Write a short note on Oligopogy.

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