

(56)

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

B.B.A (ISM)

(SEMESTER - I) (CBCS)

MICRO ECONOMICS

UM01CBBS06

Date: 14-11-2017, Tuesday

Marks: 60

Time: 02:00 pm to 04.00pm

1. Define economics. Explain nature and scope of economics. (15)
OR
1. Explain micro and macro economics. What is subject matter of economics? (15)
2. Explain basic concept: (A) Goods (08)
(B) Price & Value (07)
OR
2. Explain: (A) Standard of living (15)
(B) Utility
3. What are the determinants of demand? Explain the law of demand. (15)
OR
3. Explain the law of supply. Explain change and shift in demand. (15)
4. Explain marginal productivity theory of distribution. (15)
OR
4. (A) Explain: Fixed cost and Variable cost (08)
(B) Explain: Average cost and Marginal cost (07)

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