

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION: MAY- 2024

SEMESTER - III

Sub.: Micro Economics (BBA22-312)

Date :27/05/2024

Total Marks : 60

Time: 2.00 pm to 4.30pm

- Instructions:** 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. Individual Firm is part of the
 - a) Macroeconomic study
 - b) Microeconomic Study
 - c) Public Finance
 - d) Aggregate study
2. What does the term 'ceteris paribus' mean in economics
 - a) Without any restrictions
 - b) All things considered
 - c) Holding other things constant
 - d) In the long run
3. Which factor does not shift demand curve to left or right side?
 - a) Income
 - b) Habit
 - c) Price
 - d) Season
4. Average cost in the long run is ...
 - a) U Shaped
 - b) Straight Line
 - c) Inverted U shaped
 - d) Convex curve
5. OPEC organization is the example of
 - a) Oligopoly Market
 - b) Monopolistic Competition
 - c) Perfect Competition
 - d) Duopoly Market

Q. 2. State True / False (05)

1. According to the law of supply, as the price of good increases, the quantity supplied decreases.
 - a) True
 - b) False
2. Income effect and substitution effect is the reason for downward sloping demand curve.
 - a) True
 - b) False
3. Micro Economics is study of national issues
 - a) True
 - b) False
4. Monopoly is market situation where price remain constant irrespective of output
 - a) True
 - b) False
5. Gross Domestic Production includes the income only generated within the territory of the country.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Monopoly
2. Demand Schedule and Demand Curve
3. National Income measures
4. Trade Cycles
5. Types Of Cost

Q. 4. Answer in detail (Any Two) (20)

1. "Short Run Production Function and Law of Variable Proportions" Explain in detail.
2. "Price elasticity of demand with its types and suitable diagrams" Discuss.
3. Explain the Oligopoly and Monopolistic Competition Market with suitable diagrams
4. State "Nature, Scope and methodology of economics".

Q. 5. Case study (15)

Please generate your sales plan, considering the conditions in the market, your market is monopolistic and there is little government intervention to prevent harmful competition. You own the Electric Bulb manufacturing company. Answer the following questions to justify your sales plan points.

Question

- 1) What will be your marketing plan and how much percentage of your cost will be spent on advertising?
 - 2) If you want to increase the production of your electric bulbs, what action can you take regarding price decision? And how that will affect other similar industries demand
 - 3) You are predicting there will be shortage of intermediary goods for your production, can you generate an alternative plan?
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