

Paper Code : 21203

F-203

**B. B. A. (First Semester)
EXAMINATION, 2016-17**

(New Course)

Paper No. BBA—N—103

PRINCIPLES OF ECONOMICS

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt five questions in all, selecting at least two questions from each Section. All questions carry equal marks.

Section—A

1. Explain the term 'Economics'. Discuss its nature and scope with examples.
2. Describe Equi-marginal theory of utility.
3. What is a demand ? Explain the Law of demand focusing on elasticity of demand.
4. What is the Indifference curve analysis ? Explain with suitable examples.
5. Explain the following :
 - (i) Laws of increasing returns
 - (ii) Producer equilibrium

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Section—B

6. How will you define the term 'Production' ? Discuss the various types of production functions.
7. "Monopolistic competition is not monopoly still marketer may able few advantages of monopoly." Discuss.
8. Explain the state of perfect competition including various shifts due to change in demand and supply.
9. Explain the following :
 - (i) Relevance of economics in management
 - (ii) Theory of rent
10. Explain 'Product Pricing' and compare it with factor pricing.

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