

Reg. No.

MANIPAL ACADEMY OF HIGHER EDUCATION

(Deemed University)

DUBAI CAMPUS

FIRST SEMESTER B.B.A. DEGREE EXAMINATION – JANUARY 2007

SUBJECT: PRINCIPLES OF MICRO ECONOMICS (ECN 101)

Sunday, January 21, 2007

Time: 3 Hrs.

Max. Marks: 100

ATTEMPT ANY FIVE

1. Explain the different concepts of Elasticity of demand. (20)
2. Explain the concept of Returns to Scale. (20)
3. Explain why a firm may remain in the industry in the short run even if it is making a loss? Illustrate it with the help of a case study. (15+5)
4. Explain the determinants of demand for factors of production. (20)
5. Distinguish between perfect competition and monopoly. (20)
6. With the help of Indifference Curve Analysis explain the effect of a change in income of a consumer on its equilibrium. (20)
7. Write short notes on the following: - (4*5)
 - a) Marginal Utility
 - b) Marginal Rate of Substitution
 - c) Iso-Product Curves
 - d) Implicit Cost.