



SHREE H. N. SHUKLA COLLEGE OF I.T. & MGMT.

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BCOM SEM 1

SUB: PRINCIPLES OF MICRO ECONOMICS – 1

PRELIMS PAPER – 2022

MARKS – 70

1. Explain the meaning of Business Economics. Explain Nature and Scope of Business Economics. [20]
Or
1. (a) Explain the principle of Discount [10]
(b) Incremental principle with example [10]
2. Explain the concept of elasticity of demand with its Type and factors affecting elasticity of demand. [20]
Or
2. (a) Explain the concept of advertising elasticity of demand and its practical usefulness.
(b) Explain the concept types of price elasticity of demand.
3. Explain the Law of Diminishing Returns. [15]
Or
3. (a) What is Iso-Quant Curve? Explain the properties of it with diagram. [08]
(b) Advantages of Development/Expansion of a firm (Internal Economies) [07]
4. Examine the interrelationship between average cost and marginal cost. [15]
Or
- (a) Explain the Concept of Envelope Curve. [07]
(b) Explain the concept of fixed cost and variable cost with the example and figure. [08]