

Dr. Babasaheb Ambedkar Open University, Ahmedabad

Term-End Examination July - 2026

Course Name : BBA/DBA

Subject Name : Micro Economics for Management

Subject Code : BBAEC106/ DBAEC106

Date : 21-07-2026

Time : 11:30am to 01:45pm

Max Marks : 70

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- Q.-1. Answer the following question (Attempt any one) in about 1200 words. (14)**
(1) Write a detailed note on welfare economics and Indian thoughts.
(2) Describe instruments of monetary policy in India.
- Q.-2. Answer the following question (Attempt any one) in about 1200 words. (14)**
(1) Why demand analysis is important?
(2) Discuss measurement problems of national income.
- Q.-3. Answer the following question (Attempt any one) in about 1200 words. (14)**
(1) Discuss the principles of economics.
(2) Discuss key determinants of supply.
- Q.-4. Write answers to any one of the questions given below (in 1,200 words). (14)**
(1) Describe different types of elasticity of demand and its uses.
(2) Explain the Types of cost in detail.
- Q.-5. Write short notes on any three of the following topics. (09)**
(1) Nature of consumer behaviour.
(2) Importance of demand analysis.
(3) Types of Balance of Payments.
(4) Types of Perfect Competition.
(5) Effects of Inflation.
- Q.-6. Choose the correct option (A, B, C, or D). (05)**
(1) In a differentiated oligopoly, firms compete mainly on:
A) Price only
B) Government policy
C) Brand, quality, and features
D) Tax rates
(2) What is a possible cause of diseconomies of scale?
A) An increase in extra administration.
B) An increase in raw materials costs.
C) An increase in taxation on company profit.
D) An increase in the national minimum wages.
(3) According to Adam Smith, economics is the science of:
A) Human welfare
B) Wealth-earning and wealth-spending activities
C) Household management
D) Production and distribution only
(4) In an inflation-targeting framework, the central bank primarily focuses on:
A) Fixing exchange rates
B) Achieving a clear and stable inflation rate
C) Expanding fiscal deficit
D) Controlling imports and exports
(5) Why is demand elasticity important for pricing strategies?
A) It helps determine the color of product packaging
B) It allows businesses to optimize prices and maximize revenue
C) It determines government expenditure
D) It has no relation to profitability