

**Eastern University, Sri Lanka**  
**Faculty of Commerce and Management**

**First Year Second Semester Examination in BBA/BCom -2016/17 (Proper)**  
**(July 2018)**

**ECN 1013 Microeconomics**

Answer all Questions

**Time: 03 Hours**

- a) What are the three basic questions that any economic system must address? (4 Marks)
- b) What happens to the equilibrium price if the supply curve shifts to the right? (4 Marks)
- c) Graphically explain consumer surplus and producer surplus. (6 Marks)
- d) Explain how law of demand is applicable to reduce smoking. (6 Marks)
- (Total 20 Marks)

2. a) What is the difference between elastic and inelastic demand? (4 Marks)
- b) If the price elasticity of demand for textbooks is 2 and the price of textbooks increases by 10 percent, by how much does the quantity demanded fall? (4 Marks)
- c) Explain the law of diminishing marginal utility with suitable example? (6 Marks)
- d) Using the following information, find out the optimal combination of X and Y to get consumer equilibrium.
- |                       |              |              |
|-----------------------|--------------|--------------|
| $Tu_x = 120x - 10x^2$ | $P_x = 20/=$ | $P_y = 10/=$ |
| $Tu_y = 110y - 10y^2$ | $I = 100/=$  |              |
- (6 Marks)
- ( Total 20 Marks)

- 03) a) What do you understand about Ordinal Utility Approach? (4 Marks)
- b) Why does the consumer choose a point where the indifference curve is tangent to the budget line? (4 Marks)

- c) Sarah has \$20 to spend on slices of pizza and cans of cola. Pizza costs \$1 per slice, and cola costs \$.50 per can.
- Graph Sarah's budget line for pizza and cola.
  - Suppose Sarah's total budget for pizza and diet cola increases to \$25. How does her budget line shift?

(6 Marks)

- d) Graphically show the derivation of demand curve from Price Consumption Curve (PCC).

(6 Marks)

(Total 20 Marks)

- 04) a) How is marginal product related to total product?

(5 Marks)

- b) What do you understand about the concept of return to scale?

(5 Marks)

- c) "The long run average cost curve is the locus of minimum points of the short run average cost curves". Explain.

(5 Marks)

- d) Fill out the entries in the table below.

Q	TC	FC	VC	ATC	AVC	MC
0	8					
1	12					
2	14					
3	20					
4	30					
5	50					

(5 Marks)

(Total 20 Marks)

- 05) a) What is meant by price discrimination?

(4 Marks)

- b) Briefly explain the characteristics of oligopoly firm?

(4 Marks)

- c) How are price and output determined under monopoly?

(6 Marks)

- d) Explain the equilibrium of the perfect competitive market in the Long run.

(6 Marks)

(Total 20 Marks)