Daffodil International University
Faculty of Business and Entrepreneurship
Department of Business Administration
Program: BBA

Semester: Summer-2025 **Examination: Final**
Time: 120 minutes **Full Marks: 40**

Course Title: Microeconomics
Course Code: 0311-212
Teachers' Initial: DMMI, DSMR, SKH, MSB

Answer All the Following Questions:

1. a. **Identify** different kinds of Price Elasticity of Demand with examples. (CLO 2, Level 3) **[4]**

   b. You are Managing Director of a shoe Company. Price of a pair of shoes is Taka 1,000/, and you have increased price of a pair of shoes by 20%. Due to increase in price the demand decreases from 5000 pairs to 4,500 pairs. Calculate Price Elasticity of Demand and interpret your result? **Develop** a business decision based on your result - whether to increase the price of shoes or not. (CLO 2, Level 3) **[6]**

2. a. **Classify** different characteristics of Indifference curve with necessary diagrams and explanation wherever applicable. (CLO 3, Level 4) **[4]**

   b. **Examine** that higher Indifference Curves give higher level of utilities and consumers are in equilibrium at a particular point with Indifference Curves. (CLO 3, Level 4) **[6]**

3. a. **Compare and Contrast** between perfect competition and monopoly market. (CLO 3, Level 4) **[6]**

   b. "Monopolistic Competition has to incur expenses to popularize its brand" **Analyze** the statement with appropriate logic and example. (CLO 3, Level 4) **[4]**

4. Write short notes on the following pair of concepts (**Any two**): (CLO 1, Level 2) **[10]**
   a) Economic Cost and Opportunity Cost
   b) Total Utility and Marginal Utility
   c) Law of Diminishing Returns and Returns to Scale