

**Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore-641 043**

Bachelor's Degree Examination – November 2017

I Semester

**Class : I UG
Major : Economics**

**Time :3 hours
Max. Marks: 100**

15BECC02 Micro Economics – I

Part-A

10x1=10

Choose the correct answer

1. The concept of utility was conceived by
a. Staneley Jevons b. Ricardo c. J.B. Say d. None of the above
2. When TU is maximum MU is
a. One b. Two c. Zero d. Four
3. In economics, desire backed by purchasing power is known as
a. Utility b. Demand c. Consumption d. Scarcity
4. The concept of Elasticity of Demand was introduced by
a. Alfred Marshall b. Lionel Robbins
c. Adam smith d. J M Keynes
5. Which is not a property of ISOQUANT?
a. Downward sloping b. Convex c. Negative slope d. Positive slope
6. The claim that, other things equal, the quantity supplied of a goods rises when the price of goods raises known as:
a. Law of economics b. Law of supply
c. Law of demand d. Returns to scale
7. The properties of indifference curves are:
a. Indifference curve slops downwards from left to right
b. Convex to the point of origin
c. Two indifference curve never cut each other
d. All of these
8. Budget line is same as _____ line
a. Demand b. Consumer c. Price d. Supply
9. Whenever marginal cost is more thanaverage total cost is falling:
a. Average total revenue b. Average total cost
c. Average profit d. All of these
10. means the total receipts from sales divided by the number of unit sold.
a. Average revenue b. Total revenue
c. Marginal revenue d. Incremental revenue

