

**Model Question Paper**  
**Theory of Consumer Behaviour - Part II**  
12th Standard

**Economics**

Reg.No. : 

--	--	--	--	--	--

I. Answer all the questions.  
II. Use Blue pen only.

Time : 01:15:00 Hrs

Total Marks : 120

**Section-A**

5 x 1 = 5

- 1) The principle of 'Maximum social advantage' was enunciated by  
(a) Dalton (b) Alfred Marshall (c) Adam Smith (d) Gossen
- 2) The concept of consumer surplus was first mentioned by J.A. Dupuit in the year.  
(a) 1844 (b) 1890 (c) 1776 (d) 1924
- 3) When a consumer consumes more than one commodity, his behaviour is explained by the law of  
(a) demand (b) supply (c) consumer's surplus (d) equi-marginal utility
- 4) .....developed the concept of consumer's surplus.  
(a) Adam Smith (b) Marshall (c) Robbins (d) Ricardo
- 5) The potential price is Rs.250, the actual price is Rs.200. Then the consumer surplus is Rs.  
(a) 375 (b) 175 (c) 200 (d) 50

**Section-B**

5 x 3 = 15

- 6) What are 'substitutes'?
- 7) Mention the significance of Necessaries, comforts and Luxuries.
- 8) What are the two basic approaches to the study of consumer demand theory?
- 9) Explain the concept of the Law of Equi-Marginal utility.
- 10) Define 'Law of Equi-Marginal Utility' in the words of Marshall.

**Section-C**

4 x 10 = 40

- 11) Explain the classification of goods.
- 12) Explain the criticism of the Law of Diminishing Marginal utility.
- 13) Bring out the importance of the law of Equi-Marginal utility.
- 14) What are the assumptions of Consumer's Equilibrium through Indifference Curve Analysis?

**Section-D**

3 x 20 = 60

- 15) Explain the Indifference Curve Approach
- 16) What is Indifference curve map? Explain the properties of indifference curve with diagrams.
- 17) a) Explain the Budget line of the Consumer with help of a diagram.  
b) What is the criticism about the law of diminishing marginal utility?

\*\*\*\*\*