

END TERM EXAMINATION

FIRST SEMESTER [BBA] FEBRUARY 2023

Paper Code: BBA-107

Subject: Business Economics

BBA(B&I)-107

BBA(CAM)-107

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q. No.1 which is compulsory. All questions carry equal marks.

- Q1 Explain briefly **any five** from the following:-
- (a) Cross elasticity of Demand
 - (b) Sweezy Kinked Demand Curve model
 - (c) Distinguish between Private cost & Social cost
 - (d) Opportunity Cost
 - (e) Law of Equi marginal utility
 - (f) Law of returns to scale
 - (g) Marginalism & Incrementalism
 - (h) Production Function
- Q2 What are the characteristics of Monopolistic competition? Compare the characteristics of monopolistic competition with those of perfect competition.
- Q3 (a) What is meant by Envelope curve (LAC)? Explain Graphically.
(b) What are the steps involved in Demand Forecasting?
- Q4 Explain Demand Schedule, Demand curve and Demand function. Derive a demand curve from the demand function: $Q = 50 - 10P$.
- Q5 (a) What is meant by the term "equilibrium" in Economics?
(b) Explain consumer's Equilibrium by using the Cardinal Utility Approach.
- Q6 What is price discrimination? How price is determined under it? Is price discrimination useful to society?
- Q7 Profit maximization remains the most important objective of business firms in spite of multiplicity of alternative business objectives. Comment.
- Q8 A monopoly firm can earn super normal profits but will never suffer losses? Comment and substantiate your views using suitable illustrations.

(Please write your Exam Roll No.)

END TERM EXAMINATION

FIRST SEMESTER [BBA] JANUARY 2024

Paper Code: BBA-107

BBA(B&I)-107

BBA (CAM)-107

Subject: Business Economics

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Answer any five of the following questions:- (4x5=20)
- (a) Marginal Revenue and Incremental Revenue.
 - (b) Consumer Surplus.
 - (c) Advertising elasticity of demand
 - (d) Opportunity Cost
 - (e) Difference between fixed cost and variable cost
 - (f) Factors of production function
 - (g) Key features of perfect competition
 - (h) Short run and long run

UNIT-I

- Q2 How you can use Business Economics for develop your Business? Define its contribution in detail. (10)

OR

- Q3 Describe the market forces and how these forces determine Market equilibrium? (10)

UNIT-II

- Q4 What do you mean by Cardinal Utility Approach? How it is superior from Cardinal Utility Approach? (10)

OR

- Q5 Why Demand Forecasting is necessary for Entrepreneur? "Quantitative Method is more useful than Qualitative Method" Discuss it properly. (10)

UNIT-III

- Q6 What to you understand from factors of production? Describe the long run production function. (10)

OR

- Q7 Describe the various types of cost. How economies and diseconomies of scale affect the production function? (10)

UNIT-IV

- Q8 What is a kinked demand curve? How it is used to explain price rigidity in the Oligopoly market? (10)

OR

- Q9 Discuss the features of Monopoly; Determine the price discrimination strategy of monopoly with suitable examples. (10)
