

(Please write your Exam Roll No.)

Exam Roll No. 03524401719

# END TERM EXAMINATION

FIRST SEMESTER [BBA] NOVEMBER - DECEMBER 2019

Paper Code: BBA 107

Subject: Business Economics

BBA(B&I) 107

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions.

- Q1. Explain the subject matter of business economics? While describing the nature and scope of business economics, mentions its significance for corporate decision making. (15)
- Q2. Explain the following: (5x3=15)
- a) Marginal Analysis and its limitations
  - b) Opportunity cost
  - c) Time value of money
- Q3. Discuss kinds of income and cross elasticity of demand. How the knowledge of income and cross elasticity of demand does help the managers to take appropriate decisions? (15)
- Q4. What are the various methods of demand forecasting? Discuss its importance in taking rational and strategic decisions in business world. (15)
- Q5. Give a detailed note on different kinds of law of returns to scale (long run production analysis) with the help of iso-quants. Also describe the causes of the operations of these laws with their scope. (15)
- Q6. Specify a model of production of mobile phones in the economy like India. Show how a producer can establish an optimum combination of resources and achieve equilibrium through high sale or high level of profit. (15)
- Q7. Write short notes on the following: (5x3=15)
- a) Internal and external economies of scale for Jio mobile phones.
  - b) Private and social cost of Delhi metro.
  - c) Price rigidity in oligopolistic markets (with real business examples).
- Q8. Monopoly always makes obstruction in the target of achieving high business and welfare. In light of this statement, discuss the public policies adopted by the government towards the management of monopoly practices for the growth of business and welfare. (15)

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