

# END TERM EXAMINATION

FIRST SEMESTER [BBA] JANUARY 2024

Paper Code: BBA-107

Subject: Business Economics

BBA(B&I)-107

BBA (CAM)-107

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)

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