

**Faculty of Business Management****BBA I-Year, CBCS-I Semester Regular Examinations, Dec/Jan 2019-20****PAPER: BUSINESS ECONOMICS**

Time: 3 Hours

Max Marks: 80

**Section-A**

I. Answer any FIVE of the following questions (5x4=20 Marks)

1. Equi-Marginal principle
2. Determinants of Supply
3. Iso-Cost Curves
4. Experience Curve
5. Price Leadership
6. Exceptions to Law of Demand
7. Fixed cost and Variable cost
8. Features of Oligopoly

**Section-B**

II. Answer the following questions (5x12=60 Marks)

9. (a) i. Write about characteristics of Business Economics.  
ii. If a sum of Rs.200 is received after one year, what is its present value at 10 per cent rate of interest? Which principle of business economics is applied here?

(OR)

(b) Explain the scope of business economics.

10. (a) i. Explain Law of demand.  
ii. Explain Law of Supply.

(OR)

(b) Define the term elasticity of Demand and explain application of elasticity of demand in business decisions.

11. (a) i. Explain Iso-quant curve technique.  
ii. What is Short run and long run ?

(OR)

(b) Explain Law of Diminishing returns to scale.

12. (a) What is short-run? Explain about short-run cost curves.

(OR)

(b) What are economies to scale? Explain internal and external economies to scale.

13. (a) What is perfect competitive market? How is price determined in this market?

(OR)

(b) Explain briefly about: i. Features of monopoly and price discrimination by monopolist.  
ii. Kinked demand curve

\*\*\*\*\*