

H

Roll No.

BBA-102

B. B. A. (FIRST SEMESTER) END SEMESTER

EXAMINATION, Jan., 2023

BUSINESS ECONOMICS

Time : Three Hours

Maximum Marks : 100

Note : (i) All questions are compulsory.

(ii) Answer any *two* sub-questions among
(a), (b) and (c) in each main question.

(iii) Total marks in each main question are
twenty.

(iv) Each sub-question carries 10 marks.

1. (a) Define an economic system. What are its
basic problems ? (CO1)

(b) State the difference between price and
income elasticity of demand. (CO1)

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(2)

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- (c) State and explain the law of demand. What is the reason for negative slope of demand curve? (CO1)
- 2. (a) Prepare a graph showing consumer equilibrium using indifference curve analysis and interpret it. (CO2)
- (b) Illustrate the relationship between TP and MP using a graph. (CO2)
- (c) Interpret the Law of Returns to scale while explaining economies and diseconomies of scale. (CO2)
- 3. (a) Analyze the seven short-run cost curves. (CO3)
- (b) Appraise the Law of Diminishing Marginal Utility. (CO3)
- (c) Relate the concept of Production Cost and Revenue. (CO3)
- 4. (a) Comment upon the difference in pricing strategy under Perfect competition and Monopoly. (CO4)
- (b) Validate the concept of Explicit and Implicit cost. (CO4)

(3)

- (c) Review the theory of Time Value of Money. (CO4)
- 5. (a) Design a long-term average cost curve using short-run average cost curves. (CO5)
- (b) Plan an effective mix for market economy and centrally planned economy while bringing the benefits of both. (CO5)
- (c) Create a production possibility curve taking any *two* goods/services. (CO5)

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1,180