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BBA–102

B. B. A. (FIRST SEMESTER)
MID SEMESTER
EXAMINATION, Jan., 2023

BUSINESS ECONOMICS

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each sub-question carries 10 marks.

1. (a) Define Managerial Economics. (CO1)

   (b) Explain the Concept of Marginalism.

   (CO1)

2. (a) Demonstrate the law of diminishing marginal utility. (CO2)

   (b) An economy can be a market economy, centrally controlled economy, or a mixed economy. Interpret this statement. (CO2)

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(2)

3. (a) Distinguish between Ordinal and cardinal utility analysis. (CO3)

   (b) Examine the reasons behind negative slope of demand curve. (CO3)

4. (a) Justify the Law of equi-marginal utility. (CO4)

   (b) Justify the characteristics of IC curve. (CO4)

5. (a) Design the relationship between Total utility and Marginal utility. (CO5)

   (b) Illustrate the consumer equilibrium using IC Curve and Budget line. (CO5)

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