(i) **Printed Pages : 2**   Roll No. ....

(ii) **Questions** : 9   **Sub. Code :** | 0 | 8 | 6 | 6 |

Exam. Code : | 0 | 0 | 2 | 1 |

Bachelor of Business Administration 1ˢᵗ Semester
(1129)
ESSENTIALS OF BUSINESS ECONOMICS—I
Paper—BBAS-106

Time Allowed : Three Hours]   **[Maximum Marks : 80**

Note :— Question No. **1** is compulsory. Attempt **four** long questions—**two** questions from each Unit. Each question carries **15** marks.

1. Attempt any **four** notes :—

   (a) Shut-Down Point

   (b) Short Run Vs Long Run

   (c) Returns to Scale

   (d) Relationship between Total Product and Marginal Product.

   (e) Price Discrimination.

   (f) Consumer Equilibrium.   4×5=20

UNIT—I

2. Explain the Law of Demand with the help of Schedule and diagram. Also state its exceptions.   15

3. What is the relevance of stages (or phases) of production to the producer ?   15

4. Define Price-Elasticity of Demand and explain the various methods of measuring price elasticity of demand.   15

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5. Explain Business Forecasting and the methods of Business Forecasting. 15

UNIT—II

6. Explain the relationship between Marginal cost and Average cost with the help of cost schedule and diagram. 15

7. What happens if the market price is more than and less than the equilibrium price. Use a schedule and diagram. 15

8. What is Imperfect Competition ? How selling costs are going to affect the output under this market form ? 15

9. Distinguish between Monopoly and Monopolistic competition. 15