

University of Sargodha

BS 2nd Term Examination 2022

Subject: I.T

Paper: Business Economics (BUSB-102)

Time Allowed: 02:30 Hours

Maximum Marks:

Note: Objective part is compulsory. Attempt any three questions from subjective part.

Objective Part (Compulsory)

Q.1. Write short answers of the following in 2-3 lines each on your answer sheet. (2*12)

- i. Economics
- ii. Business strategy
- iii. Business activity
- iv. Global trading environment
- v. Macro economics
- vi. Imperfectly competitive markets
- vii. Business environment
- viii. Supply decision
- ix. Normal goods
- x. Monopoly
- xi. Multinational corporation
- xii. Product differentiation strategy

Subjective Part (3*12)

- Q.2. What is business strategy? Discuss different types of business strategy?
- Q.3. Write a note on working of competitive markets?
- Q.4. What are important considerations which need to be taken to make supply decisions while working in a perfectly competitive market?
- Q.5. Write a note on global trading environment?
- Q.6. What are main features of national macroeconomics policies?

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