



ADITYA DEGREE COLLEGES

ANDHRAPRADESH

II SEMESTER-I MID EXAMINATIONS

I BBA (GEN)- BUSINESS ECONOMICS

Time: 2 Hours

Max. Marks: 60

Date:

SECTION-A

I. ANSWER ANY FIVE OF THE FOLLOWING QUESTIONS: 5 X 4 = 20 M

1. Define Business Economics
2. Objectives of business economics
3. Demand function
4. Assumptions of Law of Demand
5. Determinants of Demand
6. What is Cross Elasticity of demand
7. Product function
8. Total, Average and Marginal revenue

SECTION-B

II. ANSWER THE FOLLOWING QUESTIONS:

4 X 10 = 40 M

9. (a) Define Business Economics? Nature and scope of business economics?

(Or)

(b) Differences between economics and business economics

10. (a) What is Micro and Macro economics? Can explain about their interface

(Or)

(b) Explain about Law of returns to scale

11. (a) Define Law of Demand? Explain assumptions and exceptions of law of demand

(Or)

(b) Differences between Micro and Macro economics

12. (a) What is Elasticity of Demand? Explain different types of Price Elasticity of demand

(Or)

(b) Explain about Law of variable proportion