



Term Evaluation (Odd) Semester Examination September 2025

Roll no.....

Name of the Course: BBA I Semester

Semester: I

Name of the Paper: Business Economics

Paper Code: BBA 104

Time: 1.5-hour

Maximum Marks: 50

Note:

- (i) Answer all the questions by choosing any one of the sub-questions
- (ii) Each question carries 10 marks.

Q1.

(10 Marks)

- a. Define Business Economics and elaborate on the key aspects of its nature as well as its scope in the business world.

CO1

OR

- b. Distinguish between Microeconomics and Macroeconomics by citing appropriate examples.

Q2.

(10 Marks)

- a. List the assumptions underlying the Law of Diminishing Marginal Utility and assess its practical relevance.

CO1

OR

- b. Interpret the statement "Choosing one alternative involves the sacrifice of another" by applying the concept of Opportunity Cost.

Q3.

(10 Marks)

- a. Explain how the value of money changes over time due to interest and inflation, and analyze its implications.

CO1 & CO2

OR

- b. Critically examine Adam Smith's Wealth Definition of Economics and Marshall's Welfare Definition of Economics

Q4.

(10 Marks)

- a. Compare cardinal utility with ordinal utility and demonstrate how each can be measured.

CO2

OR

- b. Identify the law as a consumer repeatedly consumes additional units of the same product, the satisfaction from each successive unit gradually declines. Identify the law that explains this phenomenon.



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Q5.

(10 Marks)

- a. State and explain the Law of Demand with the help of a diagram. Also, discuss the different types of elasticity of demand with suitable examples. CO2
- OR
- b. What is meant by Demand Forecasting. Describe the various techniques of demand forecasting.

Note For the question paper setters:

- Question paper should cover all the COs of the course.
- Please specify COs against each question.