



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.