(Please write your Exam Roll No. Exam Roll No. 14980307175

END TERM EXAMINATION

FIRST SEMESTER [BBA] DECEMBER-2025

Paper Code: BBA-FS-107/BBA(B&I)-107 Subject: Business Economics
BBA(CAM)-107/BBA-DM-107
BBA-107/MBG-107

(BATCH-2024 Onwards)

Time: 3 Hours **Maximum Marks: 60**

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Attempt **any four** of the following questions: **(4x5=20)**

(a) Define Business Economics and explain its nature.
(b) Distinguish between Microeconomics and Macroeconomics.
(c) Explain the concept of Opportunity Cost with an example.
(d) What is the Law of Diminishing Marginal Utility?
(e) Define Price Elasticity of Demand.
(f) What is Demand Forecasting? State its importance.
(g) Explain the concept of Isoquants.
(h) What do you understand by National Income?

Q2 Explain the scope and significance of Business Economics in managerial decision-making. **(10)**

OR

Q3 Discuss Consumer Behaviour using the Cardinal and Ordinal approaches. **(10)**

Q4 Explain the Law of Demand and analyse the factors affecting elasticity of demand. **(10)**

OR

Q5 Discuss the Theory of Production and explain the Law of Returns to Scale with the help of Isoquants. **(10)**

Q6 Explain the concepts of Cost and Cost Functions. Distinguish between Short-Run Cost and Long-Run Cost. **(10)**

OR

Q7 Explain pricing and output determination under Perfect Competition in the short run and long run. **(10)**

Q8 Analyse price determination under Monopoly and explain the concept of Price Discrimination. **(10)**

OR

Q9 Explain the concept of National Income and discuss the methods of its measurement in India. **(10)**

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P-1/1.