

Roll No. ....

Exam Code : J-19

Subject Code—0760

**B. B. A. (First Year) EXAMINATION**

(For Batch 2018 Onwards Main)

BUSINESS ECONOMICS

BBA-103

*Time : 3 Hours*

*Maximum Marks : 70*

**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit; however Q. No. **1** is compulsory.

**(Compulsory Question)**

**1.** Answer all the questions in short : **2×7**

- (i) Define Business Economics.
- (ii) What is the meaning of Utility ?
- (iii) Production Function.
- (iv) Price Elasticity.

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- (v) Conditions required for Perfect Competition
- (vi) Price Discrimination
- (vii) Consumer Equilibrium.

### **Unit I**

- 2. Why do business students study Business Economics ? Is it different from Economics ?
- 3. Why does Law of Demand Operate's ? How it helps in decision-making ?

### **Unit II**

- 4. Break-even analysis helps in price and output determination. Discuss.
- 5. Why do we need to understand by the Laws of Return to Scale ? How it helps in various business decisions ?

### **Unit III**

- 6. How price and output are determined under Monopolistic Competition ?

- 7. Discuss Oligopoly and show that how firms can discriminate in price determination.

### **Unit IV**

- 8. What is Utility Analysis ? How it helps in various decision-making ?
- 9. How consumer surplus is related to total welfare ? Elaborate.