



22

SN – 550

**I Semester B.B.M. Degree Examination, November/December 2017
(Repeaters) (Prior to 2012 – 13)
Business Management
Paper – 1.3 : BUSINESS ECONOMICS**

Time : 3 Hours

Max. Marks : 100

Instruction : Answer should be written in **English** only.



SECTION – A

1. Answer **any ten** sub questions. **Each** sub question carries **two** marks. **(10×2=20)**
- Write any two objectives of Business Economics.
 - Give the meaning of optimisation of profits.
 - How to calculate per capita income ?
 - Which two factors affect production of an organization ?
 - Which two factors affect demand for a product ?
 - Write two properties of indifference curve.
 - What is penetrating pricing ?
 - Expand
 - NNP
 - DPI.
 - Give the meaning of utility.
 - What is pure competition ?
 - Why does demand curve slope upwards ?
 - What is market demand schedule ?

P.T.O.



SECTION – B

Answer **any five** questions. **Each** question carries **five** marks.

(5×5=25)

2. Write a note on Profit Maximization.
3. What is the importance of Business Economics ?
4. Explain the law of Demand.
5. What are the features of oligopoly competition ?
6. Mention difficulties of measuring National Income.
7. Write a note on production function.
8. Explain behaviour of long run average cost curves.

SECTION – C

Answer **any three** questions. **Each** question carries **fifteen** marks.

(3×15=45)

9. Explain the various goals of a business firm.
10. How is price determined under monopolistic competition ? Explain.
11. Explain the law of diminishing marginal utility. What are its assumptions and usefulness ?
12. Explain the equilibrium of production through ISO-Quant and ISO-cost curves.
13. What are different phases of a trade cycle ?

SECTION – D

Answer the following question.

(1×10=10)

14. What do you mean by price ? Explain various points to be remembered to determine the price of a product.
-