



QP – 367

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I Semester B.B.M. Degree Examination, April/May 2021  
(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)**
- Give the meaning of Business Economics.
  - What is an economic goal of an organization ?
  - Write two needs of Business Economics.
  - How to calculate per capita income ?
  - Which two factors affect supply of a product ?
  - What is GNP ?
  - Write two features of business cycle.
  - What is implicit cost ?
  - Write the meaning of consumer Behaviour.
  - What is demand schedule ?
  - Why does demand curve slope upwards ?
  - What is price leadership ?



**SECTION – B**

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

**(5×5=25)**

- Explain the objectives of Business Economics.
- Write a note on optimization of profits.
- Write features of perfect competition.

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5. What are the factors influencing elasticity of demand ?
6. Briefly explain drawbacks of profit maximization.
7. Write a note on production function.
8. Explain behaviour of short run average cost curves.

SECTION – C

Answer **any three** questions. **Each** question carries **fifteen** marks : **(3×15=45)**

9. Explain various classifications of cost.
10. What are various methods used in measuring National Income ?
11. How is price determined under monopolistic competition ? Explain.
12. What are the various techniques of demand forecasting ?
13. What are the various types of pricing policy ?

SECTION – D

Answer the following question :

**(1×10=10)**

14. What are the different phases of a trade cycle ?
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