Code No. 12703

FACULTY OF MANAGEMENT

BBA I – Semester (CBCS) Examination, November / December 2019

Subject: Business Economics

Paper – 1.4

Time: 3 Hours   Max. Marks: 80

Note: Answer all the questions.
PART – A (5x4 = 20 Marks)
[Short Answer Type]

1 Answer any five of the following in about 20 lines each.
a)   Discounting Principle
b)   Elasticity of Demand
c)   Ridgeline
d)   Historical cost
e)   Monopolistic
f)   Equi-marginal Principle
g)   Gibber goods
h)   Out of Pocket Cost

PART – B (5x12 = 60 Marks)
[Essay Answer Type]
Note: Answer all the questions using the internal choice.

2 a) How business economics helps managers in the decision making?
OR
b)   Compare and contrast between time perspective and discounting method.

3 a) What is meant by demand? Explain the important determinants of demand.
OR
b)   Describe the methods of demand forecasting for established products.

4 a) Explain the following concepts:
i)   Production function
ii)   Least-cost input combination.
OR
b)   Explain the process of determining graphically the least cost input combination in case of two inputs and single output production system.

5 a) Explain the following with suitable examples:
i)   Diseconomics
ii)   Internal Economics
iii)   External economics.
OR
b) Discuss any 2 phares of cost concept of your choice.

6   a) Explain the features of Oligopoly. How price and output decisions are taken under Oligopoly?
OR
b)   Explain the following with suitable examples:
i)   Kinked demand curve
ii)   Monopoly.

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