

(i) Printed Pages : 3]

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(ii) Questions : 9]

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**Bachelor of Business Administration 1st  
Semester Examination**

**1127**

**ESSENTIALS OF BUSINESS ECONOMICS-I**

**Paper : BBAS106**

**Time : 3 Hours]**

**[Max. Marks : 80**

*Note :-* Question No. 1 is compulsory. Attempt *four* questions from Section B and Section C selecting not more than *two* questions from each Unit. Each question carries 15 marks.

1. Attempt any *four* questions. Each question carries 5 marks.

- (i) Explain scope of business economics.
- (ii) Discuss discounting principle.

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Turn Over

- (iii) Give the relations of marginal utility and total utility.
- (iv) What is the role of Break-even point analysis in profit forecasting ?
- (v) Explicit and Implicit costs.
- (vi) Explain minimum efficient scale.

#### **Section-A**

30

- 2. Critically evaluate classical theory of income and employment.
- 3. Define production function. State the law of variable proportions.
- 4. Define Price Elasticity of Demand and explain different types of price elasticity of demand.
- 5. What is business firm ? State its features.

#### **Section-B**

30

- 6. Short period cost curves are U-shaped but Long period Cost Curves are flattened. Discuss.
- 7. How is Price and output determined under Perfect Competition ?

8. Discuss the conditions of price discrimination under monopoly.
9. What are Revenue Curves ? Discuss the relationship between AR, MR and Elasticity of Demand.

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Paper : BBA3106

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Question No. 1 is compulsory. Attempt four questions from Section B and Section C selecting not more than two questions from each. Each question carries 15 marks.

Attempt any four questions. Each question carries 5 marks.

1. Define the term business economics.

2. Discuss the meaning of business economics.