Roll no............................

SCHOOL OF MANAGEMENT & BUSINESS STUDIES, JAMIA HAMDARD
BBA SEMESTER I EXAMINATION, 2018
PAPER – BBA - C- 04
Business Economics

Time: Three Hours | Maximum Marks: 75

Section I: Attempt any *Six* Questions out of the following: **(5 X 6 =30)**

1. Distinguish between (1) extension and increase in demand (2) contraction and decrease in demand. Illustrate with diagrams.
2. Highlight the role and Responsibilities of Managerial Economists
3. The market demand for a good at Rs 5 per unit is 80 units. Due to increase in price, the market demand falls to 64 units. Find out the new price, if the price elasticity of demand is (-) 2
4. Distinguish between perfect competition and monopoly, provide examples of each.
5. Explain the Law of Demand & exception to the same.
6. Define AC & MC. Explain the relationship between AC and MC.
7. Explain the behaviour of marginal product in the law of variable proportions. State its causes.
8. Distinguish between (a) fixed and variable cost, (b) Explicit & Implicit cost
9. Briefly explain the relationship of business economics with other subjects.

Section B: Attempt any *Three* Questions **(15 X 3 =45)**

1. Elaborate upon the Demand Function. Explain the relationship of demand with respect to all its determinants. Illustrate graphically

2. Explain the objectives of Demand forecasting. Elaborate upon the techniques of demand forecasting.

3. Discuss the characteristics of Monopolistic competition. How is price and output determined under Monopolistic competition?

4. Discuss the Production Function. Explain the Law of returns to scale.

5. Explain AC, AFC and AVC in detail. Also draw schedules and diagrams? Why AVC Curve is 'U' shaped?

6. Write short notes on any three:

   (a) Economies and diseconomies of scale
   (b) Elasticity of demand
   (c) Types of cost (*any five*)
   (d) Isocost & Isoquant