DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT &BUSINESS STUDIES
JAMIA HAMDARD

Odd Semester Examination (Online) March 2021

BBA-Integrated [I-Semester]

Subject Name: Business Economics MM: 75

Subject Code: BBA(I)-F-04 Time: 03Hours

Email Id of the Examiner: sadafsiraj@jamiahamdard.ac.in

Email Id of the Assistant Superintendent of Exams: firstsembbaexamjh@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scannedhand written solutions**to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attachedPDF shall be named as follows – Roll No- Full Name-Enrollment Number-Course-Semester-Subject Abbreviation(Example: 9334032-Rabia Shaheen-2017-334-032-BBA-V-QTM)and students shall also mention the same in subject line of the email& his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1(a): 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

(b)Elaborate upon any one techniques of demand forecasting

(c) What are the main underlying determinants of demand for the following:

i. Holidays in Europe

ii. Branded Apparel

iii. Baby products

Q2: a) Elaborate upon the dynamic role & responsibilities of Business Economist in the organization with special reference to current COVID crisis.

b) Which economic concepts can be used by managers in taking various business decisions.

Q3 (a): "It is believed that a firm under a perfect competition is a price-taker and not a price-maker." Explain giving examples.

(b) Graphically represent how the price & output is determined in short run under perfect competition.

Q4: Choose a particular product and explain its production function. What is meant by Returns to scale?

Q5: Discuss the relationship between TC, AC and MC? Also draw schedules and diagrams.