

END TERM EXAMINATION

FIRST SEMESTER [BBA] NOVEMBER-DECEMBER 2016

Paper Code: BBA-103 **Subject: Business Economics-I**
BBA (B&I)-103
BBA (TTM)-103
BBA (MOM)-103

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Write short notes on **any three** of the following:-
(a) Time value of money
(b) Incrementalism
(c) Features of Isoquants
(d) Oligopoly
(e) Ordinal Utility approach
- Q2 What is Business Economics? Discuss its applicability for business decision making.
- Q3 What is Elasticity of demand? Discuss various methods for measurement of elasticity of demand.
- Q4 Explain quantitative methods of forecasting demand.
- Q5 What is an indifference curve? Discuss its properties. Explain consumer's equilibrium with the help of indifference curve analysis.
- Q6 Explain Production function. Discuss long run production function.
- Q7 Explain long run and short run cost curves.
- Q8 Distinguish between second and third degree price discrimination.

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