

Roll No. : .....

Total No. of Questions : 9 ]

[ Total No. of Pages : 3

**57702**

**B.B.A. (II) 1st Semester  
Examination, March-2021**

(New Scheme 2014-17)

**BUSINESS ECONOMICS**

Paper-BBA-II-N102

Time : Three Hours ]

[ Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note :- Section-A is compulsory. Section-B is divided into four Units. (two questions from each Unit).

Four questions are to be attempted by selecting one question from each Unit. All questions will carry equal marks.

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**RD-376** P.T.O.

**Section-A**

1. Explain the following :
  - (a) Managerial Economist
  - (b) Profit Maximization
  - (c) Consumer Behavior
  - (d) Demand Forecasting
  - (e) MR and MC
  - (f) Cost curve
  - (g) Break-even Analysis
  - (h) Monopoly

**Section-B**

**Unit-I**

2. Define Managerial Economics. Explain its scope and importance for managerial decisions.
3. Write short notes on the following :
  - (a) Baumol's Sales Maximization Theory
  - (b) Nature of Marginal Analysis

57702\_200

( 2 )

**RD-376**

### Unit-II

4. State and explain the law of diminishing marginal utility.<sup>7</sup>
5. Explain fully the concept of price elasticity of demand. 2.5.

### Unit-III

6. Discuss the various concepts of cost curves. How do they differ between short-run and long-run?
7. State and explain the theory of law of variable proportions.

### Unit-IV

8. Show how price and output are determined under the conditions of perfect competition in the long run.
9. Write short notes on the following :
  - (a) Price Discrimination<sup>7</sup>
  - (b) Oligopoly