

Roll No.

Paper Code – F010101T-A

BBA 1st Year (Semester-I) EXAMINATION, 2023-24

(NEP)

(A) - BUSINESS ECONOMICS

Time : One Hours]

[Maximum Marks : 37 $\frac{1}{2}$

K-116

Note- This paper consists of three Section A, B and C. Carefully read the instructions of each Section in solving the question paper. Candidates have to write their answers in the given answer-copy only. No separate answer-copy (B Copy) will be provided.

Section-A

(Short Answer Type Questions)

Note- This section contains seven questions from which **Two** questions is to be answered as short answer type question. Each question carries **6.25** marks.

1. (A) What do you understand by discounting ?
- (B) Elaborate the phrase “Optimum Utilization of Scarce Resources”.
- (C) Discuss law of demand and its assumptions.

- (D) Share your understanding of Inflation ?
- (E) What do you mean by demand function ?
- (F) Elaborate upon the term "Opportunity Cost".
- (G) What is the role of the cartel in oligopoly ?

Section-B

(Long Answer Type Questions)

Note- This section contains two questions from which one question is to be answered as long question. Each question carries 12.5 marks.

2. Discuss the importance of demand forecasting. Also discuss various techniques associated with it.

(Or)

3. What do you mean by elasticity of demand ?
Discuss price and cross elasticity in detail.

Section-C

(Long Answer Type Questions)

Note- This section contains two questions from which one question is to be answered as long question. Each question carries 12.5 marks.

4. Differentiate between Monopolistic Competition and Oligopoly as market structures. Also show the output determination under monopolistic competition.

(Or)

5. Why is knowledge of business economics vital for an entrepreneur ? Also discuss relation of economics with other disciplines.

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