

B.B.A. (CBCS Pattern) Semester-I  
**UCB1C06 - Business Economics-I**

P. Pages : 1

Time : Three Hours



**GUG/W/24/10587**

Max. Marks : 80

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- Notes : 1. All questions are compulsory.  
2. All questions carry equal marks.

1. a) Explain the difference between Dr. Marshal and Prof. Robbins definition of economics. **8**  
b) Give the Merits & Demerits of Micro Economic. **8**

**OR**

- c) Explain in details the Basic Economic Problems of Business. **16**
2. a) State the assumption of Law of Demand. **8**  
b) Discuss the significance of elasticity of demand. **8**

**OR**

- c) Explain the various methods to Measure the Elasticity of Demand. **16**
3. a) Discuss in brief the technology of supply. **8**  
b) State the concept and Law of supply. **8**

**OR**

- c) Discuss the factors affected the supply of a commodity. **16**
4. a) Describe the law of diminishing marginal utility. **8**  
b) Explain the concept of consumer behavior. **8**

**OR**

- c) Describe consumer's equilibrium with the help of indifference curve. **16**
5. Write short answers-
- a) Advantages of Macro Economics. **4**  
b) Expansion and contraction of demand. **4**  
c) Scope of Business Economic. **4**  
d) Concept of price line. **4**

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