

B.C.C.A.- I (CBCS Pattern) Semester-I
**UBCCAT106.1 - Business Economics-I : Business Economics and Business
Environment-I**

P. Pages : 1

Time : Three Hours



GUG/W/24/10617

Max. Marks : 80

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

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|-----------|------------------|--|----|
| 1. | a) | Define Economics. Explain the nature of Economics. | 8 |
| | b) | Explain basic Economics problems. | 8 |
| OR | | | |
| | c) | Define micro & macro economics. Differentiate between micro and macro economics. | 16 |
| 2. | a) | Explain Total utility and marginal utility. | 8 |
| | b) | Explain the features of indifference curve Analysis. | 8 |
| OR | | | |
| | c) | Explain law of Diminishing marginal utility. | 16 |
| 3. | a) | Explain the concept and types of Demand. | 8 |
| | b) | What is elasticity of Demand. Give their types. | 8 |
| OR | | | |
| | c) | What is demand function? Explain the factors affecting demand. | 16 |
| 4. | a) | Explain the nature of Business Environment. | 8 |
| | b) | Explain the concept and significance of business environment. | 8 |
| OR | | | |
| | c) | Explain the internal and external environment of Business. | 16 |
| 5. | Answer in short- | | |
| | a) | Features of Micro Economics. | 4 |
| | b) | Assumptions of law of equi-marginal utility. | 4 |
| | c) | Importance of Price elasticity of demand. | 4 |
| | d) | Market Guidance Vs. State Regulation. | 4 |
