

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

P. Pages : 1

Time : Three Hours



GUG/S/23/10587

Max. Marks : 80

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

1. a) Define business Economics. Explain nature & scope of business Economics. **8**
b) Discuss the basic Problems of Economics. **8**

OR

- c) Distinguish between Micro and Macro Economics. **16**
2. a) State the limitations of law of demand. **8**
b) Explain the types of price elasticity of demand. **8**

OR

- c) Explain the difference between extension and contraction in demand and increase and decrease in demand. **16**
3. a) Define law of supply write its assumptions. **8**
b) State the features of supply curve. **8**

OR

- c) Discuss the factors affected the supply of a commodity. **16**
4. a) explain concept of Consumer Behaviour & its Utility. **8**
b) Critically examine the law of equi-marginal utility. **8**

OR

- c) Describe consumer's equilibrium with the help of indifference curve. **16**
5. Write short answers.
a) Objectives Business Economics. **4**
b) Concept of Demand. **4**
c) Factor affecting supply. **4**
d) Consumer's Equilibrium. **4**
