

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

P. Pages : 1

Time : Three Hours



GUG/S/25/10587

Max. Marks : 80

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

1. a) Define the term economics. Explain its Nature and Scope. 8
b) What do you mean by an economic problem? 8

OR

- c) Explain Micro and Macroeconomics. Write the difference between Micro and Macroeconomics. 16
2. a) Explain the concept of demand. Discuss the market demand schedule. 8
b) What is price elasticity of demand? Explain its types. 8

OR

- c) What is elasticity of demand? Explain the factors affecting price elasticity of demand. 16
3. a) Explain the law of Supply. 8
b) Discuss the exception of law of supply. 8

OR

- c) Discuss the various factors affecting supply. 16
4. a) What do you mean by total and marginal utility. 8
b) Explain the concept of law of Equi-marginal utility. 8

OR

- c) Describe the criticism of indifference curve approach. 16
5. Write short note:
a) State the significance of economics. 4
b) What are Giffens goods? 4
c) Explain the factors of demand curve. 4
d) Individual factors affecting demand. 4
