

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

P. Pages : 1

Time : Three Hours



**GUG/S/24/10587**

Max. Marks : 80

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

1. a) Explain significance of economics. 8  
b) Explain basic economics problems. 8

**OR**

- c) Define the micro and macro economics. Explain advantage and disadvantage of macro and micro economics. 16  
2. a) Explain concept of demand. State the individual and market schedule. 8  
b) Explain significance of elasticity of demand. 8

**OR**

- c) What is the elasticity of demand? Explain the factors influencing price elasticity of demand. 16  
3. a) State the exception of law of supply. 8  
b) Explain the concept of supply. 8

**OR**

- c) Explain the law of supply and which factors affecting supply. 16  
4. a) Explain law of Equi- Marginal Utility. 8  
b) State the limitations of diminishing marginal utility curve. 8

**OR**

- c) Criticism indifference curve approach. 16  
5. Write answer in short.  
a) Scope of business economics. 4  
b) Income elasticity. 4  
c) Features of supply analysis. 4  
d) Concept of price line. 4

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