

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

P. Pages : 1

Time : Three Hours



GUG/W/23/10587

Max. Marks : 80

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

1. a) What is Business Economics? Explain its nature & scope. **8**
b) Explain basic economics problems. **8**

OR

- c) Define the micro and macro economics. Explain the difference between macro and micro economics. **16**
2. a) Explain concept of demand. **8**
b) What do you mean by price elasticity of demand. Explain its types. **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 importance of law of supply. **8**

OR

- c) What do you mean by supply? Explain factors affecting supply. **16**
4. a) Explain concept of utility. **8**
b) State the limitations of Diminishing marginal utility curve. **8**

OR

- c) Define indifference curve analysis. Explain its feature. **16**
5. Write answer in short.
- a) State the significance of Economics. **4**
b) Methods of Measurement. **4**
c) State the features of supply curve. **4**
d) Consumer behavior. **4**
