(For the candidates admitted from 2012-2013 onwards)

B.B.A. DEGREE EXAMINATION, NOVEMBER 2017.

Third Semester

BUSINESS ECONOMICS

Time : Three hours　　　　　　　　Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1.　What is Business Economics?

2.　What are the objectives of the business firms?

3.　List out the advantages of demand forecasting.

4.　What is Business Cycle?

5.　What is meant by Cost Control?

6.　What is MR?

7.　What do you mean by Price Discrimination?

8.　What is Oligopoly?

9. Give the meaning of Economic Profit.

10. What are Public Utilities?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Discuss the scope of Business Economics.

Or

(b) Indicate the different economic concepts that are used in business decisions.

12. (a) Why does the demand curve slope downwards?

Or

(b) Enumerate the different phases of business cycle.

13. (a) How would you draw average and marginal revenue curves for different markets?

Or

(b) Differentiate between short-run and long-run cost curves.

14. (a) Distinguish between Perfect Competition and Monolopy.

Or

(b) Explain the various defects of monopolistic competition.

15. (a) Discuss the functions of Profit.

Or

(b) Describe the various theories of profit.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the role and responsibilities of a business economists in the present complex business environment.

17. Analyze the factors which determine elasticity of demand.

18. Enumerate the usefulness of Break even analysis to the management of the firm.

19. How is price determined under Monopoly?

20. Briefly explain different pricing methods in public utility.

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