

5. What is Dumping ?
6. What is Equi-marginal Principle ?
7. What is Monetary and Fiscal Policy ?
8. What is Ordinal and Cardinal Utility ?
9. What is Risk and Uncertainty ?
10. What is Welfare Economics ?

Section B

Note : Attempt all the questions.

11. "Cost analysis tells us the relationship between the cost and output." Explain the statement and give detailed account of various cost concepts. How these cost concepts stand valid in case of FMCG industry ? Is the cost analysis affected by competition ? If yes, give your views with reference to automobiles industry.

Or

What is the concept of elasticity of demand ? What are its various types ? Discuss price elasticity in detail. Discuss its various concepts with some live examples from business. Does the concept of demand elasticity differ in developing countries ? **12**

12. Discuss the responsibility of business economics in changing business scenario. Discuss its growing relationship with other disciplines. Has the role of business economics been affected by globalization ?

Or

Explain and illustrate the concept of break-even analysis. Talk about its insinuation on a new, well established and loss-making firm. Give examples of Indian firms both from public and private sectors. Quote the case study of MARUTI and TELCO with your detailed comments. **12**

13. Elaborate, how the price is determined under oligopoly market conditions. Discuss kinked demand curve with examples.

Or

Suppose you have an established business in steel industry where the competition is of very high degree, how you would derive the economies of scales in such situation. Also elaborate some issues essential for Iso-quant and Iso-cost analysis in your company *vis-à-vis* cotton industry. **11**

Roll No.

Exam Code : J-19

Subject Code—0583

B.B.A. (First Year) EXAMINATION

(Batch 2009 to 2017)

BUSINESS ECONOMICS

BBA-103

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Explain and illustrate any *seven* of the following questions in not more than **100** words each. **7×5=35**

1. What are economies of scale ?
2. What is an Oligopoly Market ?
3. What is Balance of Trade ?
4. What is Consumer Surplus ?