Register Number:

Date: / /2019

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
BBA - I SEMESTER
SEMESTER EXAMINATION: OCTOBER 2019
BBA 1219- Business Economics

Time- 2 1/2 hrs **Max Marks-70**

SECTION A

I. Answer any FIVE of the following questions. Each question carries two marks. (5x2 marks = 10)

1. Define business economics.
2. State any four differences between business economics and economics.
3. What is meant by consumer sovereignty?
4. What is law of supply?
5. What is meant by monopoly? State any two features.
6. Expand TFC, TVC, AFC, AVC.

Section B

II. Answer any THREE of the following questions. Each question carries five marks.(3x5marks = 15)

7. Explain in detail the role and responsibilities of a business economists.
8. What is meant by utility? Give the meaning of cardinal and ordinal approach.
9. Define monopolistic competition? Explain its features.
10. Explain the properties of Iso- quants and Iso-costs with diagrams.

Section C

III. Answer any TWO question. Each question carries fifteen marks. (2 x15 marks =30)

11. Write short notes on-

a) Economies to scale
b) Diseconomies to scale

12. "The indifference curve analysis measures utility and explains consumer behavior in terms of his rankings for different combinations of two goods". Discuss.

13. What is price elasticity of demand? Explain its degrees with examples.

Section D

IV. Answer the following compulsory question. The question carries ten marks. (15 marksx1question=15)

14. a) A consumer buys 10 units of a good at a price of Rs. 6 per unit. Price elasticity of demand is (ed <1). At what price will he buy 12 units? Use price elasticity of demand to answer the question. (5M)

b) When the price of the good is 13 per unit, the consumer buys 11 units of that good. When the price rises to 11 per unit, the consumer continues to buy 11 units. Calculate the price elasticity of demand. (5M)

c) At 5% rise in price of a good leads o 5% fall in its demand. A consumer buys 100 units of a good when price is 5 per unit. At what price will he buy 120 units? (5M)