



Register Number:

Date: XX/10/2019

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

This paper contains two printed pages and four parts
SECTION A

Answer any five questions. Each question carries two marks. (5x2=10)

1. What is opportunity cost? How is it calculated?
2. Why do demand curve slope downwards?
3. What is Oligopoly?
4. What is meant by Marginal cost?
5. What do you understand by cross elasticity of demand?
6. State the properties of indifference curves.

SECTION B

Answer any three questions. Each question carries five marks. (3x5=15)

7. Differentiate between perfect competition and Monopoly.
8. What are the determinants of demand for a commodity?
9. If a consumer's demand for a commodity increases from 100 units per week to 200 units per week when his income rises from Rs. 2,000 to Rs. 3,000, find his income elasticity of demand.
10. Explain economies and diseconomies of scale.

SECTION C

Answer any two questions. Each question carries fifteen marks. (2x15=30)

11. Examine the application of the theories of economics in business decision.
12. Explain the price-output determination under monopoly.
13. What is consumer sovereignty? Explain its features and its limitations.

SECTION D

Answer the compulsory question. Question carries fifteen marks. (1x15=15)

14.

- a. Explain qualitative and quantitative methods of demand forecasting. (10 Marks)
- b. Explain the role of business economist. (5 Marks)