

**ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)**  
**IV SEMESTER BBA EXAMINATIONS APRIL 2018**

**BUSINESS ECONOMICS**

**Duration: 2.5 Hours**

**Max. Marks: 70**

**SECTION - A**

**I) Answer any TEN of the following questions. (10x3=30)**

1. Define Business Economics and mention two of its objectives.
2. Differentiate between micro and macro economics.
3. Explain any three exceptions to the law of Diminishing Marginal Utility.
4. What is Demand Forecasting? Explain any two methods of demand forecasting.
5. What is the difference between cross elasticity and income elasticity of demand?
6. Give the meaning of Total revenue, Average revenue and Marginal revenue.
7. What are iso-quant and iso- cost curves?
8. Give the meaning of Total Utility and Marginal Utility.
9. What is Monopolistic competition?
10. What is production function?
11. Differentiate profit maximization and profit optimization.
12. What is the meaning of Monopoly, Duopoly, and Oligopoly?

**SECTION - B**

**II) Answer any FOUR of the following questions. (4x5=20)**

13. Diagrammatically explain the properties of Indifference curves.
14. Write a short note on Equi -marginal utility and state its assumptions.
15. What are the Factors Influencing Elasticity of Demand?
16. Explain 5 features of Monopoly market.
17. With a help of a table, explain law of diminishing marginal utility.
18. Explain the goals of Business Economics.

**SECTION - C**

**III) Answer any TWO of the following questions. (2x10=20)**

19. What is Demand? Explain the determinants of demand.
20. Diagrammatically explain the types of Price Elasticity of Demand.
21. What is meant by price discrimination? What are the different degrees of price discrimination?
22. Differentiate between perfect and imperfect market competition. What are the features of Perfect competition?