



K17U 2570

Reg. No. :

Name :

I Semester B.B.A./B.B.A.R.T.M./B.B.A.T.T.M. Degree (CBCSS – Reg./
Supple./Improv.) Examination, November 2017
(2014 Admn. Onwards)
Complementary Course
1C02 BBA/BBA(RTM)/BBA(TTM) : BUSINESS ECONOMICS

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries $\frac{1}{2}$ mark.

1. _____ economics deals with national income.
2. _____ is a graphical representation of demand schedule.
3. _____ is the cost of an additional unit.
4. During the phase of _____ economic activities will be at its lowest ebb.

($\frac{1}{2} \times 4 = 2$)

SECTION – B

Answer **any 4** questions. **Each** question carries **1** mark.

5. What is discounting ?
6. Difference between fixed cost and variable cost.
7. What is Business Cycle ?
8. What is the scope of Business Economics ?
9. What are the different kinds of price elasticity ?
10. What is price leadership ?

($1 \times 4 = 4$)

P.T.O.



SECTION – C

Answer **any 6** questions. **Each** question carries **3** marks.

11. Why does demand curve slope downward from left to right ?
12. Define Managerial economics ? What is the scope of managerial economics ?
13. What are the causes of Business Cycle ?
14. Explain the factors affecting the demand for a product.
15. What is Oligopoly ? Explain its features.
16. Difference between short run demand and long run demand.
17. What are the features of perfect competition ? Examine how does a firm adjust its policies under perfect competition.
18. Explain Kinked Demand Curve. **(3×6=18)**

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Describe the law of demand. State the assumptions and exceptions to the law.
 20. What is price elasticity ? Explain degrees of price elasticity of demand.
 21. Explain how price and output are determined under monopolistic competition. **(8×2=16)**
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