

B.B.A. (with Credits)-Regular-Semester 2012 Sem I
0193 - Business Economics-I

P. Pages : 1

Time : Three Hours



GUG/W/16/2917

Max. Marks : 80

- Notes : 1. All questions are compulsory.
2. All questions are carry equal marks.

1. a) Define economics, explain the scope of its. 8
b) Explain the basic economic problems. 8
- OR**
- c) What is mean by micro & macro economics? Discuss the merits & demerits of its. 16
2. a) Explain the methods of measure price elasticity of demand. 8
b) State the importance of elasticity of demand. 8
- OR**
- c) Explain the concept of elasticity of demand with diagrams. Discuss the determinants of its. 16
3. a) Explain the laws of supply. 8
b) State the exceptions of law of supply. 8
- OR**
- c) Discuss the factors affecting supply. 16
4. a) State the features of utility analysis. 8
b) Describe law of diminishing marginal utility. 8
- OR**
- c) Discuss the indifference curve analysis. 16
5. Write short answers.
- a) Significance of economics. 4
b) Measurement of elasticity of demand. 4
c) Change in supply. 4
d) Consumers equilibrium. 4
