



K16U 2527

Reg. No. :

Name :

I Semester B.B.A./B.B.A.R.T.M./B.B.A.T.T.M. Degree
(C.C.S.S. – Reg./Supple./Improv.) Examination, November 2016
Complementary Course
1C02 BBA/BBA (RTM)/BBA (TTM) : BUSINESS ECONOMICS
(2014 Admn. Onwards)

Time : 3 Hours

Total Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries ½ mark.

1. Formulating business plans for the future is known as _____ planning.
2. A consumer gets maximum satisfaction when he is in _____
3. _____ goods are exception to law of demand.
4. Expansion and contraction of demand are caused by changes in _____

(4×½=2 Marks)

SECTION – B

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

5. What do you mean by long term forecasting ?
6. What is decision making ?
7. What is discounting ?
8. What is cross elasticity of demand ?
9. What is market demand ?
10. What is fixed and variable cost ?

(4×1=4 Marks)

P.T.O.



SECTION – C

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

11. Explain internal economies of scale.
12. Explain the concept of Revenue.
13. Explain the features of perfect competition.
14. What are the features of monopolistics competition ?
15. Explain the importance of Elasticity of Demand.
16. Explain expansion and contraction of demand.
17. Why does the demand curve slope downward ?
18. Explain the various economic tools used in managerial economics. **(6×3=18 Marks)**

SECTION – D

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

19. Explain the scope of managerial economics.
 20. Explain the factors affecting price elasticity of demand.
 21. Explain the factors determining supply of a commodity. **(2×8=16 Marks)**
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