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 2018
Complementary Course
1C02BBA/BBA(RTM)/BBA(TTM) : BUSINESS ECONOMICS
(2014 Admn. Onwards)**

Time : 3 Hours   Max. Marks : 40

PART – A

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

1. Demand = Desire + Purchasing power + _____

2. If income increases, the demand of commodity will also _____

3. _____ refers to the relationship of total expenditure on consumption to total income.

4. _____ refers to a market situation in which competition is imperfect.

                                                                              (4×½=2)

PART – B

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

5. What is meant by Business Economics ?

6. Define Economic problem.

7. What is demand function ?

8. What is cross elasticity ?

9. What is monopoly ?

10. What is accounting cost.   (4×1=4)

PART – C

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

11. Explain the scope of Business Economics.

12. Account for the causes of Economic problems.

13. Why demand curve slop downwards ?

14. Explain about different types of elasticity.

15. What are the diseconomies of large scale operation ?

16. Explain about the different kinds of monopoly.

17. Explain law of supply.

18. Explain about the relationship between average and marginal cost curve.

(6×3=18)

PART – D

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

19. Explain demand. What are the determinants of demand ?

20. Explain elasticity of demand. What are the factors affecting elasticity of demand ?

21. How can we determine price and output under monopolistic competition ?

(2×8=16)