

Total No. of page(s) :

Register No. :

Name of the Candidate :

B.B.A. DEGREE EXAMINATION, 2011
(GLOBAL)

FIRST YEAR

(PART – III -- PAPER–II)

140. BUSINESS ECONOMICS

December)

Maximum: 100 Marks

(Time: 3 Hours

SECTION –A

(10×2=20)

Answer any TEN questions
All questions carry equal marks

Write short notes on

1. Define Managerial Economics
2. What is Demand function?
3. State the Law of Supply.
4. What is Equi-marginal principle?
5. What is meant by external economy?
6. What is supply schedule?
7. State the meaning of Income elasticity of demand.
8. What is meant by demand forecasting?
9. Define the term Marginal utility.
10. What is meant by price rigidity?
11. What is cost-plus pricing?
12. What is monopoly?

SECTION – B

Answer any FOUR questions

(4×10=40)

13. Is Managerial Economics positive or Normative? Explain.
14. Why does the demand curve slope downwards?

15. What are the determinants of supply?
16. Define oligopoly. Explain the features of oligopoly market.
17. What are the different types of elasticity of demand?
18. What is Selling Cost? Analyse the significance of selling cost.

SECTION – C

Answer any TWO questions

(2×20=40)

19. Explain in detail the basic problems of an economy.
20. 'Demand varies inversely with price'. Explain this concept and discuss other factors also which affect changes in demand.
21. What is perfect competition? Examine the equilibrium of a firm under perfect competition in the long run.
22. Explain the different pricing practices.

jkpHhf;fk;_

gFjp - m

VnjDk; gj;J tpdhf;fSf;F tpilasp

midj;J tpdhf;fSf;Fk; rkkjpg;bgz;fs;

(10×2=20)

1. nkyhz;ik bghUshjhuk; - ,yf;fzk; jUf.
2. njit rhh;g[vd;why; vd;d?
3. mspg;g[tpjpiaf; TWf.
4. rk ,Wjpepiy jj;Jtk; vd;why; vd;d?
5. mfr; rpf;fdk; vd;gjd; bghUs; vd;d?
6. mspg;g[gl;oay; vd;why; vd;d?
7. tUkhdj; njit befpH;r;rp vd;gjd; bghUs; TWf.
8. njit Kd;fzpg;g[vd;gjd; bghUs; vd;d?
9. ,Wjpepiyg; gad;ghL vd;gjd; ,yf;fzk; jUf.

10. befpH;tw;w epiy tpiy vd;why; vd;d?
11. bryt[Tl;L tpiy eph;zak; vd;why; vd;d?
12. Kw;Whpik vd;why; vd;d?

-3-

gFjp - M

VnjDk; ehd;F tpdhf;fSf;F tpilasp
midj;J tpdhf;fSf;Fk; rkkjpg;bgz;fs;

(4×10=40)

13. nkyhz;ik bghUspay; xU ,ay;g[iu ,ayh my;yJ bewpa[iu ,ayh? tpsf;ft[k;.
14. njit tsnfhL Vd; fPH; neh;fp rhpe;J bry;fpwJ.
15. xU bghUspd; mspg;ig jPh;khdpg;gitfs; ahit?
16. rpy;nyhh; Kw;Whpik - ,yf;fzk; jUf. rpy;nyhh; Kw;Whpik re;ijapd; ,ay;g[fis tpsf;Ff.
17. njit befpH;r;rpapd; tiffs; ahit?
18. tpw;gidr; bryt[vd;why; vd;d? mjd; Kf;fpaj;Jtj;ij Ma;f.

gFjp - ,

vitnaDk; ,uz;L tpdhf;fSf;F tpilasp;ft[k;
midj;J tpdhf;fSf;Fk; rkkjpg;bgz;fs;

(2×20=40)

19. bghUspaypd; mog;gil gpur;ridfis tphpthf tpsf;Ff.
20. tpiyf;F jiyfPHhf njit khWfpwJ vd;gij tpsf;ft[k;. nkYk; njitapy; khw;wk; Vw;gLj;Jk; ,ju fhuzpfisa[k; tpthjpf;ft[k;.
21. epiwt[g; nghl;o vd;why; vd;d? epiwt[g; nghl;oapy; ePz;l fhy rkepiy gw;wp Ma;f.

22. gy;ntW, tpiy eph;za Kiwfis tpsf;Ff

