25U259 (Pages: 2) Name : ....

Reg. No : ....

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2026

(FYUGP)

(Regular/Supplementary/Improvement)

CC24UBBA2CJ101 - BUSINESS ECONOMICS

(B.B.A. - Major Course)

(2024 Admission onwards)

Time: 2.0 Hours Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer ***all*** questions. Each question carries 3 marks.

1. Explain the nature of Business economics. [Level:2] [CO1]
2. Explain Micro economic environment. [Level:2] [CO1]
3. Explain the importance of business environment. [Level:2] [CO1]
4. Explain incremental revenue. [Level:2] [CO2]
5. Explain demand estimation. [Level:2] [CO2]
6. Describe about production. [Level:2] [CO2]
7. What are internal diseconomies? [Level:2] [CO3]
8. What are the important features of oligopoly? [Level:2] [CO3]
9. Explain shut down point. [Level:2] [CO3]
10. Define wages. [Level:2] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer ***all*** questions. Each question carries 6 marks.

11. Explain the characteristics of competitive markets. [Level:2] [CO1]
12. Discuss briefly the macroeconomic environmental factors. [Level:2] [CO1]
13. Explain graphically the law of return to scale. [Level:2] [CO2]
14. Explain the approaches to analyse consumer demand. [Level:2] [CO2]

15. Explain the assumptions underlying the concept of perfect competetion? [Level:2] [CO3]

16. How are price and output decisions taken under the conditions of oligopoly? [Level:2] [CO3]

17. What are the objectives of Globalisation? [Level:2] [CO4]

18. What are the tools or instruments of fiscal policy? [Level:2] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any ***one*** question. The question carries 10 marks.

19. Explain how a rightward shift in the demand curve affects equilibrium in the short run. [Level:2] [CO1]

20. How do internal and external economies of scale differ? Provide examples to support your answer. [Level:2] [CO3]

(1 × 10 = 10 Marks)

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