Name : ....

Reg. No : ....

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2025

(FYUGP)

CC24UBBA2CJ101 - BUSINESS ECONOMICS

(BBA - Major Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

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

1.	Define Business environment.	[Level:2] [CO1]
2.	Define joint stock company.	[Level:2] [CO1]
3.	Explain about macroeconomic environment.	[Level:2] [CO1]
4.	Explain implicit cost?	[Level:2] [CO2]
5.	Explain demand forecasting.	[Level:2] [CO2]
6.	Explain marginal revenue.	[Level:2] [CO2]
7.	Explain shut down point.	[Level:2] [CO3]
8.	What are the important features of oligopoly.	[Level:2] [CO3]
9.	What is perfect competition?	[Level:2] [CO3]
10.	What do you mean by market determined wage rate?	[Level:2] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

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

11.	Explain the factors determining supply.	[Level:2] [CO1]
12.	State the importance of economics in the world of business.	[Level:2] [CO1]
13.	Explain the approaches to analyse consumer demand.	[Level:2] [CO2]
14.	State the nature of revenue.	[Level:2] [CO2]
15.	Give an example of single move game.	[Level:2] [CO3]
16.	Define price leadership. What are the advantages of price leadership? Explain the necessary conditions of price leadership?	[Level:2] [CO3]

17. Explain the responsibilities of firms towards workers? [Level:2] [CO4]

18. How does Quantitative easing works? [Level:2] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

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

19. Discuss how government interventions, such as subsidies, taxes, and price controls, impact businesses and the economy. Use relevant examples to illustrate your answer. [Level:2] [CO1]

20. What do you understand by price leadership? Explain the pricing process under price leadership by a low cost firm and by a dominant firm. [Level:2] [CO3]

(1 × 10 = 10 Marks)

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