



R20 Regulations

Subject code: C141PC2

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

(Autonomous, Accredited by NAAC with 'A+' Grade)

M.B.A I Semester Supplementary Examinations, March 2025

**BUSINESS ECONOMICS**

(MBA)

Maximum Marks: 70

Date: 12.03.2025

Duration: 3 hours

- Note: 1. This question paper contains two parts A and B.  
2. Part A is compulsory which carries 20 marks. Answer all questions in Part A.  
3. Part B consists of 5 Units. Answer any one full question from each unit.  
4. Each question carries 10 marks and may have a, b, c, d as sub questions.

**Part-A**

All the following questions carry equal marks (5x4M=20 Marks)

- |   |                             |
|---|-----------------------------|
| 1 | Define business economics   |
| 2 | Define demand.              |
| 3 | Write about Isoquants.      |
| 4 | Write about monopoly.       |
| 5 | Define price discrimination |

**Part-B**

Answer All the following questions. (10M X 5=50Marks)

- |    |  |
|----|--|
| 6  | Define business economics. Explain the characteristics and objectives of business economics. (10M) |
| OR |  |
| 7  | Write about opportunity cost, marginalism and equi marginalism. (10M)                              |
| 8  | Define law of demand. Explain the exceptions of law of demand. (10M)                               |
| OR |  |
| 9  | Define price elasticity of demand. Explain different types of price elasticity of demand. (10M)    |
| 10 | Write about Economies and Diseconomies of scale? (10M)   |
| OR |  |
| 11 | Distinguish between internal and external economies of scale. (10M)                                |
| 12 | Define breakeven point. Explain the BEP with graphical representation. (10M)                       |
| OR |  |
| 13 | Distinguish between monopoly and monopolistic competition. (10M)                                   |
| 14 | Discuss the Industrial policy 1991 and recent developments. (10M)                                  |
| OR |  |
| 15 | Explain the various reforms undertaken by the government in Monetary policy. (10M)                 |

