



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

BUSINESS ECONOMICS
(MBA)

Maximum Marks: 60

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 10 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		(10X1M=10 Marks)	CO No.	BTL
1.a)	Compare Economics and Business Economics.		CO1	II
b)	Define Decision-Making in Business Economics.		CO1	I
c)	Define Demand.		CO2	I
d)	Define Demand Forecasting.		CO2	I
e)	Define production.		CO3	I
f)	What is cost.		CO3	I
g)	Define Market.		CO4	I
h)	Define price with suitable example.		CO4	I
i)	Describe the Pricing policy.		CO5	I
j)	Write a short note on Dumping?		CO5	II

Part-B

Answer All the following questions		(5X10M=50Marks)	CO No.	BTL
2	a) Determine the Nature of Business Economics. (5M)		CO1	V
	b) Estimate the scope of the Business Economics. (5M)			
	OR			
3	a) Explain the concept of Opportunity Cost with suitable example. (5M)		CO1	VI
	b) Discuss the Discounting principle with appropriate example. (5M)			
4	a) Examine the factors to determine the Demand. (5M)		CO2	IV
	b) Define Law of demand and explain the demand schedule. (5M)			
	OR			
5	a) Explain the Exceptions to the Law of Demand. (5M)		CO2	II
	b) Illustrate the Demand Curve with suitable example. (5M)			
6	a) List the factors of production. Explain any two factors. (5M)		CO3	IV
	b) Examine the Cobb-Douglass Production Function. (5M)			
	OR			
7	a) Discuss in detail with Marginal Rate of Technical Substitution. (5M)		CO3	VI
	b) Define Break Even Point. And Explain Break Even Analysis. (5M)			

8	a) Classify the Market on the basis of geographical area. (5M) b) Classify the Market on the basis of Time perspective. (5M)	CO4	II
OR			
9	a) Explain the features of Monopolistic Competition. (5M) b) How determine the price under perfect competition. Explain. (5M)	CO4	II
10	Explain the various pricing policies adopted by firms and discuss their significance in managerial decision-making. (10M)	CO5	II
OR			
11	Compare and contrast managerial theories and behavioral theories of the firm. (10M)	CO5	V