



R22 Regulation

Subject code: DI41PC2

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

MBA I Semester Supplementary Examinations, March 2026

BUSINESS ECONOMICS

Maximum Marks: 60

Date:04.03.2026

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)	Marks	CO	BTL
1.a)	Define business economics.		1M	1	1
b)	Define opportunity cost.		1M	1	1
c)	Define demand function.		1M	2	1
d)	Define law of supply.		1M	2	1
e)	Define Production Function.		1M	3	1
f)	Define Isoquant.		1M	3	1
g)	Define Monopolistic Competition.		1M	4	1
h)	What is market		1M	4	1
i)	Mention one effect of Dumping.		1M	5	1
j)	State any one managerial theory of firm.		1M	5	1

Part-B

Answer All the following questions.		(5X10M=50Marks)	Marks	CO	BTL
2	Explain the various steps involved in the process of decision making.		10M	1	2
	OR				
3	Explain the nature and scope of business economics.		10M	1	2
4	Define demand. Explain the types of demand.		10M	2	2
	OR				
5	Define demand forecasting. Explain the methods of demand forecasting.		10M	2	2
6	Write about Economies and Diseconomies of scale		10M	3	2
	OR				
7	Distinguish between internal and external economies of scale.		10M	3	2
8	Write about price output determination under monopolistic competition.		10M	4	2
	OR				
9	Define perfect competition market. Explain the characteristics of perfect competition.		10M	4	2
10	Define pricing policy. Explain various pricing strategies.		10M	5	2
	OR				
11	Write about the recent trends of Foreign Direct Investment.		10M	5	2