



R25 Regulation

Subject code: E141PC2

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

MBA I Semester Regular Examinations, March 2026

BUSINESS ECONOMICS

(MBA)

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 (5X2M=10Marks)		Marks	CO	BTL
1.a	Define Business Economics.	2M	1	L1
b	What are Substitute goods?	2M	2	L1
c	Examine the Sunk cost.	2M	3	L2
d	Define kinked Demand curve.	2M	4	L1
e	What is fair profit?	2M	5	L1

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	BTL
2	a) Explain the Nature and Scope of Business economics.	5M	1	L5
	b) What are the fundamental concepts of Business Economics?	5M		L1
OR				
3	a) Explain the concept of Discounting principle.	5M	1	L5
	b) Evaluate the difference between risk and uncertainty.	5M		L5
4	a) Define Elasticity of Demand and explain the types of Elasticity of Demand.	5M	2	L1
	b) What are the factors influencing price Elasticity of demand?	5M		L1
OR				
5	What is demand forecasting and explain it's methods?	10M	2	L1
6	a) Define production and explain the production functions with one variable.	5M	3	L2
	b) What is Law of returns to scale and explain its types?	5M		L2
OR				
7	a) What do you mean by cost and explain the various types of cost concepts in economics?	5M	3	L2
	b) Evaluate the role of Isoquant and Isocost curve in production decisions.	5M		L3

8	a) What is Oligopoly and how price - output decisions are taken under conditions of oligopoly. b) Explain the concept of Equilibrium price.	5M 5M	4	L1 L2
OR				
9	a) Explain the differences between perfect competition and monopolistic competition. b) Define market and how markets are classified.	5M 5M	4	L2 L1
10	a) What is pricing? Write the objectives of pricing. b) Define dumping and explain the effects of dumping.	5M 5M	5	L1 L2
OR				
11	a) Examine the uses and importance of transfer price in global scenario. b) Explain in detail Williamson's managerial theory of Firm.	5M 5M	5	L2 L2