

<b>QP Code: D 122643</b>		<b>Total Pages: 1</b>	<b>Name:</b>
		<b>Register No.</b>	
<b>SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025</b>			
<b>BBA</b>			
<b>BBA2CJ101 BUSINESS ECONOMICS</b>			
<b>2024 Admission onwards</b>			
<b>Maximum Time: 2 Hours</b>		<b>Maximum Marks: 70</b>	
<b>Section A</b>			
<b>All Questions can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)</b>			
1	What is meant by Monopolistic Competition?		
2	Define Marginal Cost.		
3	What is meant by the Demand function?		
4	What is Opportunity Cost?		
5	What is meant by Business Economics?		
6	What do you mean by Liberalization?		
7	What is Giffen Paradox?		
8	What do you mean by Fiscal Policy?		
9	What is meant by GDP?		
10	What is the Law of Supply?		
<b>Section B</b>			
<b>All Questions can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)</b>			
11	What are the benefits of Globalization for businesses?		
12	Briefly explain the Marginal Utility Theory.		
13	What are the features of Perfect Competition?		
14	What is the importance of Demand Forecasting in Business Economics?		
15	Briefly explain the Economies and Diseconomies of Scale.		
16	What are the factors determining the Supply of a commodity?		
17	Write a note on Game Theory.		
18	Distinguish between Microeconomics and Macroeconomics.		
<b>Section C</b>			
<b>Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)</b>			
19	Explain the concept of Demand. Discuss in detail the determinants of Demand or various factors that influence demand.		
20	Define Business Environment. What are the components of the Business Environment? Also, explain the nature and importance of the Business Environment		