QP Code:D141356	Total Pages: 1	Name:
		Register No.

SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2026

MANAGEMENT STUDIES

BBA2CJ101 BUSINESS ECONOMICS

2024 Admission onwards

Maximum Time: 2 Hours | **Maximum Marks: 70**

Section A

All Questions can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)

1	What do you mean by Business Environment?
2	What do you mean by Market Equilibrium?
3	What do you understand by Economies and Diseconomies of Scale?
4	What is the definition of Microeconomics?
5	Explain the term ‘Balance of Payments’ (BoP).
6	What are Fixed and Variable Costs?
7	Define the "Problem of Scarcity" in Economics.
8	What is a Nash Equilibrium in a single-move game?
9	What is meant by GDP and GNP?
10	Explain the concept of Opportunity Cost with a business example.

Section B

All Questions can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)

11	What is meant by ‘Demand Forecasting’? What are its Objectives?
12	Distinguish between Monetary policy and Fiscal policy.
13	Define Business Economics. How is it different from Traditional Economics?
14	Explain the Law of Diminishing Marginal Utility.
15	Explain the difference between Short-run and Long-run Production.
16	What are the factors determining or affecting the Supply of a Commodity?
17	Briefly explain how Microeconomics differs from Macroeconomics.
18	Evaluate the reasons for Government Intervention in a Market Economy.

Section C

Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)

19	Discuss different types of Market Structures and their Characteristics.
20	Explain Liberalization, Privatization, and Globalization and their impact on the Indian economy.

QP Code:	Total Pages:	Name:
		Register No.

SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025

BBA

BBA2CJ101 BUSINESS ECONOMICS

2024 Admission onwards

Maximum Time: 2 Hours	**Maximum Marks: 70**

Section A

All Questions can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)

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?

Section B

All Questions can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)

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.

Section C

Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)

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