

Register Number:

**6785**

Name of the Candidate:

**B.B.A. (APPLIED MANAGEMENT) DEGREE  
EXAMINATION, 2008**

**(FIRST YEAR)**

**(PART-III)**

**(PAPER-IV)**

**160. BUSINESS ECONOMICS**

Dec)

Maximum: 100 Marks

(Time: 3 Hours

**PART-A**

(10×2=20)

**1. Briefly explain any TEN of the following:**

- a) Average Revenue.
- b) Consumer's Surplus.
- c) Cost curves.
- d) Demand.
- e) Equilibrium.
- f) Macroeconomics.
- g) Marginal utility of money

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- h) Monopoly.
- i) Legal ET.
- j) Pricing.
- k) Oligopoly.
- l) Consumer Goods.

**PART-B** (4×10=40)

*Answer any FOUR questions  
All questions carry equal marks*

- 2. “Economics was a science of wealth: it is now a science of Welfare”. Discuss.
- 3. What are indifference curves and budget line? How do you help in achieving consumer equilibrium?
- 4. Explain the concepts fixed inputs and variable inputs.
- 5. “Money is what money does”-Discuss.
- 6. What is the rationale for government involvement in the Market Economy?
- 7. Distinguish between: Fixed and Variable Cost.

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**PART-C** (2×20=40)

*Answer any TWO questions  
All questions carry equal marks*

- 8. What is constrained optimisation? How do constraints impose restrictions on the operations of a firm?
- 9. Explain the uses and limitations of point elasticity and are elasticity of demand methods.
- 10. What are the reasons for inefficient functioning of the free market mechanism?
- 11. Define Micro-Economics and discuss its importance and limitation.

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