



NS – 487

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**I Semester B.B.M. Degree Examination, November/December 2016
(Repeaters) (Prior to 2012-13)
BUSINESS MANAGEMENT
Business Economics**

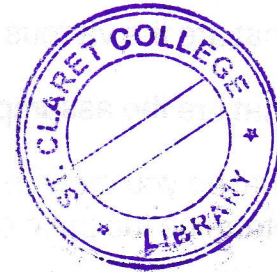
Time : 3 Hours

Max. Marks : 100

Instruction : Answer should be written in **English** only.

SECTION – A

1. Answer **any ten** sub-questions. **Each** sub-question carries **two** marks. **(10x2=20)**
- Give the meaning of profit maximization.
 - What is a social goal of a business ?
 - Write two uses of National Income.
 - How to calculate Per Capita Income ?
 - What is GDP ?
 - Write two features of oligopoly.
 - What is skimming pricing policy ?
 - What is Giffen's Paradox ?
 - Write the phases of trade cycle.
 - Give the meaning of marginal utility.
 - Why does demand curve slope upwards ?
 - What is demand schedule ?



SECTION – B

- Answer **any five** questions. **Each** question carries **five** marks. **(5x5=25)**
- Explain in detail social goal of an organization.
 - What is the difference between profit maximization and optimization of profits ?
 - Explain the properties of indifference curve.
 - What are the features of monopolistic competition ?

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- 6. Briefly explain features of Business Cycle.
- 7. Write a note on production function.
- 8. What are the exceptions to law of demand ?

SECTION - C

Answer **any three** questions. **Each** question carries **fifteen** marks. **(3×15=45)**

- 9. Explain various types of elasticity of demand.
- 10. How is price determined under monopolistic competition ? Explain.
- 11. What are the various types of demand forecasting ?
- 12. What are the assumptions and stages in law of variable proportions ?
- 13. What do you mean by price ? Explain various points to be remembered to determine the price of a product.

SECTION - D

Answer the following question. **(1×10=10)**

- 14. What are the various types of pricing policy ?

(5×2=10)