

Roll No.

E-1912

**Bachelor of Business Administration
(Second Semester) (Main/ATKT)
EXAMINATION, May-June, 2021**

**BUSINESS ECONOMICS
(107)**

Time : Three Hours]

[Maximum Marks : 90

[Minimum Pass Marks : 32

Note : Answer all the *five* questions. *One* question from each Unit is compulsory. All questions carry equal marks.

Unit—I

1. Explain the concept and measurement of elasticity of demand in detail.

Or

Write short notes on the following :

- (i) Income elasticity
- (ii) Cross elasticity

Unit—II

2. What are Isoquant ? Explain its types and significance.

Or

Write a descriptive note on theory of costs.

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Unit—III

3. What do you mean by price discrimination ? Explain its importance in making business decision for a firm.

Or

Explain price determination under perfect competition. Discuss profit maximization and equilibrium of firm.

Unit—IV

4. What is oligopoly and its characteristics ? Discuss kinked demand curve.

Or

Explain price and output determination under monopolistic competition.

Unit—V

5. Briefly discuss innovation theory and risk bearing theory of profit.

Or

What is factor pricing ? Discuss marginal productivity theory and its significance in business economics.

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P. T. O.