

**Centre for Distance and Online Education (CDOE)**  
**Chhatrapati Shahu Ji Maharaj University**  
**Kanpur, Uttar Pradesh**

**BBA-ODL First Semester**

**Course Name: Business Economics**

**Course Code : F010101TAODL**

**Time : 3 Hours**

**Max Marks : 75 marks**

**Instruction:**

1. *The question paper is divided into three sections: A, B, and C.*
  2. *Marks for each question are indicated in brackets. Write answers clearly and in the correct order.*
  3. *Use of non-programmable calculators is allowed for numerical questions.*
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**Section A**

**Very short answer**

All questions are compulsory. Answer in brief in 50–60 words.  
(9 × 3 marks = 27 Marks)

1. Answer the following question in brief
  - a. What do you mean by demand?
  - b. What is land in factors of production?
  - c. Why we study business economics?
  - d. What is role of elasticity in price determination?
  - e. Define Market in terms of Economics.
  - f. Give an example each of Monopoly and Oligopoly in Indian Market?
  - g. What is Fixed cost in long run?
  - h. What is importance of GDP?
  - i. What is Inflation?
  - j. What is per capita income?

**Section B**

**Short-Answer Questions**

Attempt any TWO questions out of THREE. Each question has three sub-questions, carrying 4 marks each. Answer in 200–250 words (2 × 3 × 4 Marks = 24 Marks)

2.
  - a. What are various factors of Production?
  - b. Explain the role of Entrepreneur in Production.
  - c. Explain the role of Government policy and Support in business.
3.
  - a. What is law of demand?
  - b. What do you mean by Demand function?
  - c. What is price elasticity?
4.
  - a. What are various costs involved in production in short run
  - b. When can a Monopolist incur loss?
  - c. What do you mean by opportunity cost?

**Section C**

**Long-Answer Questions**

Attempt any TWO questions out of FOUR. Each question has two sub-questions, carrying 6 marks each. Answer in 250–350 words (2 × 2 × 6 Marks = 24 Marks)

5.
  - a. How price and output is determined in perfect competition? Explain with graphs
  - b. Explain on role and importance of Cartel in oligopoly.
6.
  - a. Write an essay on role of economic factors in development story of India
  - b. What do you understand by Macro Economics write in detail.
7.
  - a. Explain Demand schedule and Demand function in detail?
  - b. How is cross elasticity calculated?
8.
  - a. Give your understanding of National Income and its calculation.
  - b. Why is knowledge of economics is must for a businessman?