



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
BBA(TAH) Programme 5th Semester Examination, 2021

GE1-BBA(TAH)

BUSINESS ECONOMICS

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any four questions from the following

3×4 = 12

1. What do you understand by Business Economics? 3
2. Define profit maximization. 3
3. Define Price Elasticity of Demand. Write the formula. 2+1
4. State the Law of Demand. Define Demand. 2+1
5. What do you mean by Indifference curve? 3
6. Write a note on perfect competition. 3

GROUP-B

Answer any four questions from the following

6×4 = 24

7. Write the advantages and drawbacks of Profit Maximization. 6
8. What are the exceptions to Law of Demand? 6
9. Write the differences between Economic growth and Economic Development. 6
10. What are the types of goods? 6
11. Discuss the factors affecting Price Elasticity of Demand. 6
12. What are the Scopes of Business Economics? 6

GROUP-C

Answer any *two* questions from the following

12×2 = 24

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| 13. | Write the differences between Macroeconomics and Microeconomics. Define Utility. | 8+4 |
| 14. | Describe the four wheels of Economic Growth. | 12 |
| 15. | Explain the different types of Market Structure. | 12 |
| 16. | What are the different types of Demand? | 12 |

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