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SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2026

MANAGEMENT STUDIES

BBA2CJ101 BUSINESS ECONOMICS

2024 Admission onwards

Maximum Time: 2 Hours	**Maximum Marks: 70**

Section A

All Questions can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)

1	What do you mean by Business Environment?
2	What do you mean by Market Equilibrium?
3	What do you understand by Economies and Diseconomies of Scale?
4	What is the definition of Microeconomics?
5	Explain the term ‘Balance of Payments’ (BoP).
6	What are Fixed and Variable Costs?
7	Define the "Problem of Scarcity" in Economics.
8	What is a Nash Equilibrium in a single-move game?
9	What is meant by GDP and GNP?
10	Explain the concept of Opportunity Cost with a business example.

Section B

All Questions can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)

11	What is meant by ‘Demand Forecasting’? What are its Objectives?
12	Distinguish between Monetary policy and Fiscal policy.
13	Define Business Economics. How is it different from Traditional Economics?
14	Explain the Law of Diminishing Marginal Utility.
15	Explain the difference between Short-run and Long-run Production.
16	What are the factors determining or affecting the Supply of a Commodity?
17	Briefly explain how Microeconomics differs from Macroeconomics.
18	Evaluate the reasons for Government Intervention in a Market Economy.

Section C

Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)

19	Discuss different types of Market Structures and their Characteristics.
20	Explain Liberalization, Privatization, and Globalization and their impact on the Indian economy.