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BBA(I) — BUS / I /
3 / X / H

2010

Time : 3 hours

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

Group – A

(Objective Type Questions)

Answer all questions.

1. Choose the correct answer of the following :

2×10 = 20

(a) The concept of elasticity of demand was propounded by :

(i) Marshall

(ii) Pigou

(iii) Robinson

(iv) None of these

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(Turn over)

- (b) Total cost is :
- (i) $TFC + AC$
 - (ii) $TVC + TR$
 - (iii) $TFC + TVC$
 - (iv) None of these
- (c) The book "Wealth of Nation" was written by :
- (i) Marshall
 - (ii) Pigou
 - (iii) Adam Smith
 - (iv) Amartya Sen
- (d) In which market $P = AR = MR$?
- (i) Perfect Competition
 - (ii) Oligopoly
 - (iii) Monopoly
 - (iv) Monopolistic Competition
- (e) Which market product differentiated product ?
- (i) Perfect Competition
 - (ii) Monopolistic Competition
 - (iii) Duopoly
 - (iv) None of these
- (f) The coefficient of perfectly elastic demand is :
- (i) 1
 - (ii) More than one
 - (iii) 0
 - (iv) ∞

- (g) Which is the last stage of Business Cycle ?
- (i) Recovery
 - (ii) Climax
 - (iii) Recession
 - (iv) Decline
- (h) When profit is equal to loss is called :
- (i) BEP
 - (ii) Climax
 - (iii) Boom
 - (iv) All of these
- (i) Splendor, Passion, NXG are the examples of :
- (i) Product Line
 - (ii) Product Mix
 - (iii) Marketing Mix
 - (iv) None of these
- (j) The increasing Price of Sugar in the market is an example of :
- (i) Penetrating Pricing
 - (ii) Skimming Pricing
 - (iii) Discriminating Pricing
 - (iv) None of these

Group – B

(Long-answer Type Questions)

Answer any **four** questions : $15 \times 4 = 60$

2. What are the Micro and Macro aspects of Economics ?

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(3)

(Turn over)

3. Discuss, with example, the Point Method of Calculation of Elasticity of Demand.
4. What are the kinds of Elasticity of Demand ? What are the factors influencing the Elasticity of Demand ?
5. Discuss Law of Variable Proportion.
6. What do you mean by Oligopoly ? Discuss pricing under Oligopoly.
7. What do you mean by production function ? Discuss properties of Cobb-Douglas production function.
8. Discuss producer's equilibrium with the help of Iso-quant.
9. Discuss production decisions. What is the concept of Product Line and Product Mix ?
10. Write notes on the following :
 - (a) Discriminating Monopoly
 - (b) National Income

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