

00093
BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES)
(BBARS)

Term-End Examination
December, 2013

BRS-003 : BUSINESS ECONOMICS

Time : 2 hours

Maximum Marks : 50

Note : Attempt any five questions. All questions carry equal marks.

1. "There is no penumbra of approbation around the theory of value. Equilibrium is just an equilibrium"- (Robbins). Discuss. 10
2. Define microeconomics. Discuss its scope, importance and limitations. 10
3. Explain why does demand curve slope downwards to the right ? Can you conceive a demand curve which slopes upwards to the right ? 10
4. Write short notes on the following : 5x2=10
(a) Income demand
(b) Cross demand
5. Distinguish between average and marginal costs and show by examples and diagrams that marginal costs are less than average costs. 10

6. Explain monopoly equilibrium in short period and long period. 10
 7. Explain Knight's uncertainty bearing theory of profit with suitable example. 10
 8. Explain price elasticity of demand. Discuss various methods of measuring price elasticity of demand. 10
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