

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

**Term-End Examination
June, 2015**

00231

BRS-003 : BUSINESS ECONOMICS

Time : 2 hours

Maximum Marks : 50

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

1. How would you measure price elasticity of demand ? Give suitable examples. 10
2. Explain in detail the law of diminishing marginal utility with graph. 10
3. (a) Explain the least square method of demand forecasting. 5
(b) State the essentials of a good forecasting method. 5
4. Differentiate between the following : 5+5
 - (a) Change in demand and Change in quantity demanded.
 - (b) Short run production function and Long run production function.

5. What do you understand by Oligopoly ? Discuss the “kinked demand curve” model with the help of a graph. 10
6. What are the main features of monopolistic competition ? Explain the short-run and long-run equilibrium of a firm under monopolistic competition. 10
7. What do you mean by production function ? Show the three stages of a production under short run. 10
8. Write short notes on any *two* of the following : $5+5=10$
- (a) Price Control
 - (b) Normal and Inferior Goods
 - (c) Mixed Economy
 - (d) Law of Supply
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