University of Petroleum & Energy Studies
College of Management & Economics Studies
Kandoli Campus, Dehradun
End Semester Examination – December, 2018

Programme Name: BBA – Digital Marketing
                             BBA – Auto Marketing

Subject: Business Economics I   **Semester: I**
Subject code: ECON 1001   **Max.Marks: 100**
No. of page/s: 02   **Duration: 3 Hrs**

	Section-A (Objective Type Questions) Attempt all of the following, each question carry two marks. Marks: 10*2=20		
1.	Welfare definition of economics is given by_____	[2]	CO1
2.	If demand for a good increases with fall in the price of other good, goods are _____to each other.	[2]	CO1
3.	With increase in price, if total expenditure increases, commodity elasticity is _____.	[2]	CO2
4.	In consumer equilibrium at tangency point, marginal rate of substitution (MRS_{XY}) is equal to_____.	[2]	CO1
5.	In law of variable proportions, stage of diminishing returns starts when average product is _____	[2]	CO3
6.	Curve that shows all the combinations of inputs that yield the same level of output is called _____	[2]	CO3
7.	In short run marginal cost (MC) cut average variable cost (AVC) at its _____	[2]	CO5
8.	In law of increasing returns, cost of production_____	[2]	CO1
9.	Market structure characterised by a single seller is called _____	[2]	CO1
10.	In perfect competition, a firm's marginal revenue equals its_____	[2]	CO2
	Section-B (Short Answer Type Questions) Answer any four out of the following questions Marks: 4×5=20		
1.	Distinguish between (a) Economics and Business Economics (b) Microeconomics and Macroeconomics	[5]	CO1
2.	What is indifference curve? What are the properties of indifference curve?	[5]	CO3
3.	Explain different factors of production.	[5]	CO5

4.	Explain fixed cost and variable cost.	[5]	CO1
5.	What are the major difference between monopolistic and oligopoly market structure?	[5]	CO4
	Section-C **(Long Answer type questions)** **Answer any two out of the following questions**　　　　Marks: 2×15=30		
1.	Explain law of variable proportions (with suitable diagram).	[15]	CO1
2.	Explain different forms of market structure.	[15]	CO4, CO5
3.	What are the different methods of measuring elasticity of demand?	[15]	CO2, CO3
	Section-D **(Compulsory questions)** **Answer any four out of the following questions**　　　　Marks: 4×7$^{1/}_2$=30		
1.	Distinguish between movement along demand curve and shift in demand curve (with suitable diagram)	[7$^{1/}_2$]	CO1, CO2
2.	Explain producer equilibrium with the use of isoquants and isocost.	[7$^{1/}_2$]	CO1, CO2
3.	Explain short run relationship between average total cost (ATC), average variable cost (AVC), average fixed cost (AFC), marginal cost (MC) and output (with suitable diagram).	[7$^{1/2}$]	CO1, CO2
4.	Explain short run price and output determination under perfect competition.	[7$^{1/2}$]	CO1, CO2
5.	Explain short run price and output determination under monopoly	[7$^{1/2}$]	CO1, CO2