

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.B.A. - END SEMESTER EXAMINATIONS - NOV'2024

SEMESTER - I

24UBAAT1001 - Business Economics

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the Nature of Macro Economics.
2. How does elasticity of demand affect the shape of the demand curve.
3. Illustrate the different types of production functions.
4. What distinguishes the short run from the long run in cost theory
5. How is price determined in a perfectly competitive market.
6. Define and discuss its effect on monopolist pricing.
7. What are the three approaches to calculating GDP.
8. Explain the significance of the Green Revolution for India's agriculture.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. How does the Law of Diminishing Marginal Utility relate to the Law of Demand.
10. Discuss Total Product, Average Product and Marginal Product in production theory.
11. Compare and Contrast NDP and NNP with other macro economic indicators.
12. How do government regulations impact oligopolistic markets.
13. Elaborate the impact of technology and digitization on the Indian economy.
