

Roll No.

BBA-103(N)

**B. B. A. (First Semester)
EXAMINATION, Dec., 2013
(New Course)**

Paper Third

PRINCIPLES OF ECONOMICS

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt all the five questions. All questions carry equal mark.

1. Explain nature and scope of Economics. Also elaborate relevance of economics in business management.

Or

Explain in detail various theories of Utility Analysis.

2. Define the meaning of demand. Elaborate the various theories and objectives of demand analysis.

Or

Define elasticity of demand. Discuss the types and measurement method of elasticity.

3. What is Production ? Discuss various laws of production and its analysis.

Or

Explain the various demand curves and their nature.

[2]

4. Explain the nature, types and characteristics of various markets.

Or

Explain the theories of factor pricing and differentiate with product pricing.

5. Write short notes on any two of the following :

- (a) Concept of profit maximization
- (b) Monopolistic market
- (c) Wages theories profit
- (d) Oligopoly condition of market

BBA-103(N)

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