

I Semester B.B.A. Examination, January 2025  
(SEP) (Freshers)

**BUSINESS ADMINISTRATION**  
**Business and Market Dynamics**

Time : 3 Hours

Max. Marks : 80

**Instruction : Answers to be written in English.**

**SECTION – A**

1. Answer **any five** of the following, **each** question carries **two marks**. (2×5=10)

- What do you mean by sole proprietorship ?
- Who is an consumer ?
- Define price elasticity of supply.
- Give the meaning of cross demand.
- What do you mean by cost ?
- What is contraction of supply ?
- What is oligopoly ?

**SECTION – B**

Answer **any three** of the following, **each** question carries **six marks**. (6×3=18)

- State any six features of co-operatives.
- Explain any three determinants of demand.
- Briefly explain the types of cost.
- Explain the types of supply schedule.
- Explain the features of monopoly.



## SECTION – C

Answer **any three** of the following, **each** question carries **fourteen** marks. **(14x3=42)**

7. Explain the advantages and disadvantages of partnership firm.
8. What is extension and contraction of demand ? Explain.
9. A manufacturer has the following information regarding cost and output. The TFC is ₹ 360.

<b>Output in units</b>	0	1	2	3	4	5
<b>MC</b>	–	180	60	30	45	105

Calculate TVC, AFC, AVC, TC and AC.

10. State the law of variable proportions. What are its assumption ? Explain graphically.
11. What is perfect competition ? Explain its features.

## SECTION – D

Answer **any one** of the following, **each** question carries **ten** marks. **(1x10=10)**

12. A) Explain the causes of downward sloping demand curve.

OR

- B) You run a small business and would like to predict what will happen to the quantity demanded for your product if you raise your price. While you do not know the exact demand curve for your product. You do know that in the first year you charged Rs. 45 and sold 200 units. And that in the second year, you charged Rs. 30 and sold 1,800 units.
  - a) If you raise your price by 10%, will revenue increase or decrease ?
  - b) Is your decision of increasing the price is justifiable ? Explain.
  - c) To increase the demand of your product, should you decrease the price ? Explain.