169227

DCBB112

Reg. No. | | | | | | | | |

I Semester BBA Degree Examination January/February - 2025

Business Administration

Market Analysis for Business Decisions

(SEP (F) Scheme)

Time : 3 Hours **Maximum Marks :80**

Instruction to Candidates:

Answers write completely in English.

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SECTION-A

Answer any Five sub questions. Each question carrie 2 marks. **(5×2=10)**

1. a) Give the meaning of sc-arcity.

   b) What is law of supply?

   c) What do you mean by variable Cost?

   d) Give the meaning of G.D.P.

   e) What do you mean by Equilibrium?

   f) What is market structure?

   g) Expand PESTEL.

   h) Name the two features of monopoly market.

[P.T.O.

SECTION-B

Answer any Four of the following questions, Each question carries 5 marks.

(4×5=20)

2. Explain in brief Micro Economic issues in Business.
3. Briefly explain Determinants of Demand?
4. What are the features of Perfect Competition market?
5. Briefly Explain types of Elasticity of Demand.
6. What are the objectives of Micro Economics.
7. From the following data calculate NNP.

Particulars	**Rs. in crores**
Investment	100
Govt. Expenditure	150
Exports	100
Imports	200
Consumption	300
Depreciation	40
Income from Abroad	80

SECTION-C

Answer any THREE of the following questions. Each question carries 15 marks.

(3×15=45)

8. Explain Different methods of Estimating the National Income.
9. Explain Structure and functions of NITI Aayog
10. What is Supply? Explain factors affecting on Supply.
11. Explain differences between Micro and Macro Economics.

12. a) From the following data Estimate the trend values under the least square and find out the sales for 2016 and 2017

Year :	2010	2011	2012	2013	2014
Sales(000) :	50	60	70	80	90

b) With the help of the following data, Calculate TVC, TFC, AVC, AFC, TFC and MC

Output :	0	1	2	3	4	5	6
AC :	400	500	300	350	250	450	550

(in lakhs)

SECTION - D

Answer the following question it carries 5 marks **(1×5=5)**

13. List any Five important features of Industrial Policy of 1991.