673193 **DCBB112**

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

I Semester B.B.A. Degree Examination, December/January-2025/26

BUSINESS ADMINISTRATION

Market Analysis for Business Decision

(SEP F+R Scheme)

ACHARYA INSTITUTE OF GRADUATE STUDIES
LIBRARY
Date:
BANGALORE-107

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

Instruction to Candidates:

Answers to be written completely in English.

SECTION - A

Answer any Five of the following questions. Each question carries Two marks (5×2=10)

1. a) Name the four factors of production.
   b) Give the meaning of opportunity cost.
   c) Mention the types Elasticity of Demand.
   d) What is marginal cost?
   e) Give the meaning of law of Supply.
   f) What is perfect competition?
   g) What is Gross Domestic product?
   h) Expand PESTEL and SWOT.

SECTION - B

Answer any Four of the following questions. Each question carries Five marks. (4×5=20)

2. What are the advantages of Microeconomics?
3. Explain briefly the various cost concepts.

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4. What is Monopoly? State the features of monopoly.
5. Briefly explain the methods of Estimating National Income.
6. What role does the environmental and societal factor play in PESTEL Analysis.
7. What is market structure? Explain the factors influence the market structure.

SECTION-C

Answer any Three of the following questions. Each questions carries Fifteen marks.

(3×15=45)

8. Discuss in detail the difference between micro and macro Economics.
9. What is NITI Aayog? Explain the functions of NITI Aayog.
10. What is supply? Explain the factors affecting on supply.
11. What is the significance of liberalization and Globalization in 1991 reforms.
12. a) A firm has given the following information regarding its cost and output. You are required to calculate TFC, TVC, AFC, AVC and MC.

Output:	0	1	2	3	4	5	6
AC:	400	450	290	280	280	290	400

b) From the following data, calculate the trend values by the method of Least Squares and estimate the sales for the year 2015

Year	sales (000 Units)
2007	100
2008	105
2009	109
2010	96
2011	102
2012	108

SECTION-D

Answer the following question carries Five marks.

(1×5=5)

13. Illustrate the utility curve, supply curve, and demand curve.