

## **BUSINESS ECONOMICS**

### **(Only for BBA General)**

#### **UNIT - I :**

1. Define business economics and explain its characteristics.
2. Explain the nature and scope of business economics.
3. Explain the concepts of opportunities Cost, Incremental cost, Time perspective, Discounting and equi-marginal principle.

#### **UNIT – II**

1. Define Demand and explain its Determinants
2. Define law of demand and explain its exceptions
3. Explain the concept of elasticity of demand and its uses
4. Discuss about various types of demand elasticity
5. Explain the concept of Supply and its Determinants.

#### **UNIT – III**

1. Define production and explain its types.
2. Discuss about Cobb-Douglas production function.
3. Explain about short run and long run analysis of production function.
4. Explain the law of diminishing marginal returns to scale.
5. Explain about ISO-quant curves and ISO-cost curves.

#### **UNIT – IV**

1. Discuss in detail about various costs.
2. Explain about short run and long run analysis of cost curves
3. Explain about Economies and diseconomies to the scale,
4. Explain about economies of scope.

#### **UNIT – V**

1. Explain the concept of market and market structures.
2. Explain about perfect competition market.
3. Explain about monopoly.
4. Explain about monopolistic competition.
5. Explain about Oligopoly.