

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)**

**CLASS: IMBA/BBA/BAM  
BRANCH: IMBA/BBA/BAM**

**SEMESTER : II  
SESSION : SP/2025**

**SUBJECT: MN115 BUSINESS ECONOMICS**

**TIME: 3 Hours**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Before attempting the question paper, be sure that you have got the correct question paper.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	What do you understand by Business Economics? Briefly outline its scope.	[5] CO1	1,2
Q.1(b)	How is Business Economics interconnected with other fields to support effective managerial decision-making?	[5] CO2	1,2,3
Q.2(a)	What is the Law of Demand? Explain with an example	[5] CO3	1,2
Q.2(b)	What do you mean by Market Equilibrium? Explain with a simple diagram.	[5] CO3	1,2
Q.3(a)	What is Price Elasticity of Demand? Why is it important for businesses?	[5] CO4	1,2,3
Q.3(b)	Mention two methods used for demand forecasting and explain briefly.	[5] CO4	1,2
Q.4(a)	What is a production function with one variable input? How does it help to take managerial decisions?	[5] CO2	1,2,3
Q.4(b)	What is Break-even analysis? How is it useful for taking production decisions?	[5] CO1	1,2,3
Q.5(a)	Define Monopoly. How does a monopoly achieve equilibrium in terms of price and output?	[5] CO5	1,2
Q.5(b)	How is Perfect Competition different from Monopolistic Competition in terms of price and output?	[5] CO5	1,2

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