244809 **SDCBB-102**

I Semester B.B.A. Degree Examination, December/January - 2025/26
(SEP 2024 Scheme Freshers and Repeaters)
BUSINESS ADMINISTRATION
Business and Market Dynamics
Paper-1.4

NEW HORIZON COLLEGE LIBRARY KASTURINAGAR BANGALORE-43

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

Instructions **:**

Answer to be written in English only.

SECTION - A

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

1. a) Define Demand.

b) State the meaning of Sole Proprietorship.

c) What do you mean by extension of demand?

d) What is meant by supply function?

e) Define Production.

f) Describe the term Oligopoly.

g) How does the consumer differ from customer?

SECTION - B

Answer any THREE of the following questions. Each question carries 6 marks. (3×6=18)

2. What are the different types of supply schedule?

3. Explain the joint stock company and state its advantages.

4. For a particular product, price was reduced from Rs. 50 per unit to Rs. 48 in order to attract more customers. It was observed that demand for the product subsequently increased from 100 to 110 units. Calculate the price elasticity of demand.

5. Classify the markets on the basis of competition.

6. State the challenges in regulating an Oligopolistic market.

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SECTION - C

Answer any THREE of the following questions. Each question carries 14 marks. (3×14=42)

7. Explain the extension and contraction of demand, Increase and decrease in demand with a graphical representation.

8. Define Production Function and Explain different types of production function.

9. Given TFC as Rs. 40, find values of TVC, AC, AFV, AVC and MC based on the given table.

Quantity	0	1	2	3	4	5
TC	40	52	59	64	70	78

10. Describe the various types of supply and explain the determinants of supply.

11. Explain the Law of variable proportion and phases of variable proportions with a diagram.

SECTION - D

Answer any One of the following. This question carries 10 marks. (1×10=10)

12. a) Explain the various causes of downward sloping demand curve.

(OR)

b) Mr. Arjun and his friends want to start a large-scale business in the field of automobile manufacturing. The business requires huge capital investment, limited liability for members, professional management, and continuity even if some members leave.

i) Identify the most suitable form of business organisation for Arjun and his friends.

ii) Explain any four features of this form of business with reference to the case.

iii) State two advantages of this form of business.
