



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2021**

**Course: Business Economic I**  
**Program: BBA –LM, BBA -AVM**  
**Course Code: ECON 1001**

**Semester : I**  
**Duration : 03 hrs.**  
**Max. Marks: 100**

**Instructions:**

<b>Q. No</b>	<b>Section A</b> <b>(Type the answers in test box)</b>	<b>10Qx2M=20Marks</b>	<b>COs</b>
Q1	Explain the elasticity of demand	2 Marks	CO2
Q2	What is Utility, please explain	2 Marks	CO1
Q3	Describe the ‘Marginal Cost’	2 Marks	CO1
Q4	Explain the ‘Substitute Goods’	2 Marks	CO1
Q5	What is ‘Monopoly’?	2 Marks	CO1
Q6	Explain three features of ‘Oligopoly’	2 Marks	CO1
Q7	What is ‘Demand Schedule’	2 Marks	CO1
Q8	Exemplify the ‘fixed cost’ and ‘variable cost’	2 Marks	CO1
Q9	Describe the concept of individual demand and market demand	2 Marks	CO1
Q10	What do understand by ‘Indifference Curve’	2 Marks	CO2
	<b>Section B</b> <b>(Scan and upload)</b>	<b>4Qx5M= 20 Marks</b>	
Q1	What do you understand by ‘perfect competition’, please explain.	5 Marks	CO2
Q2	Graphically demonstrate and explain the ‘Contraction in demand’ and ‘rightward Shift in demand’.	5 Marks	CO3
Q3	Exemplify the ‘Law of Supply’	5 Marks	CO2
Q4	Demonstrate the three properties of Indifference Curve	5 Marks	CO2
	<b>Section C</b> <b>(Scan and upload)</b>	<b>3Qx10M=30 Marks</b>	

Q1	Explain the key elements of micro-economics	10 Marks	CO4
Q2	Explain how the consumer choice/preference is determined?	10 Marks	CO4
Q3	Graphically explain the demand and supply equilibrium? How the equilibrium price and quantity is determined.  <b>Or</b> If you expect the price of production inputs are going to be increased. What strategies will you follow as a producer, explain?		CO4
	<b>Section D</b> <b>(Scan and upload)</b>	<b>2Qx15M= 30 Marks</b>	
Q1	The demand function for Chocolate is given as $DX = 850 - 23PX$  (a) Create a demand schedule for Chocolate with the prices of 8, 12, 16, 20, 24.  (b) Create a demand curve for Chocolate, plotting the points from the demand schedule.	15 Marks (7.5+7.5)	CO4
Q2	How the demand is affected by various factors, please explain  <b>Or</b> What are factors that affect the supply in the market for any given product, explain.	15 Marks	CO4