



P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

First Semester, Master of Business Administration (MBA)

Semester End Examination; June - 2022

Business Economics

Time: 3 hrs

Max. Marks: 100

Note: Answer all FOUR full questions from PART - A and PART - B (Case Study) is compulsory.

Q. No.	Questions PART - A	Marks	BLs	COs	POs
1 a.	Explain the roles and responsibilities of a managerial economist.	10	L2	CO1	PO3
b.	Discuss the objector of firm distinguish a firm's accounting and economic profits.	10	L2	CO1	PO2
OR					
2 a.	With the help of a schedule, state and explain; i) Individual demand ii) Market demand concepts Draw appropriate graphs charts to sustainable your answer.	10	L1	CO1	PO1
b.	As an economist evaluate the stages of law of variable proportion.	10	L3	CO1	PO3
3 a.	With help of a schedule and chart, explain the concept of least cost combination.	10	L3	CO2	PO4
b.	Distinguish between perfect competition market and monopolistic competition.	10	L3	CO2	PO4
OR					
4 a.	Discuss circular flow in a simple economy.	10	L2	CO2	PO4
b.	Explain the different stages in a business cycle.	10	L1	CO2	PO4
5 a.	Define Money. Explain the concept of virtual money. Throw light on inflation and its types.	10	L1	CO3	PO3
b.	Define and discuss the uses of limitations of BEA.	10	L1	CO3	PO4
OR					
6 a.	Write short notes on: i) GDP : Nominal and Real ii) GNP	10	L3 L2	CO3	PO3 PO4
b.	Discuss the meaning and determinants of economic growth.	10	L2	CO3	PO7
7 a.	Explain the features of Oligopoly market. Write a note on rigid pricing in Oligopoly market.	10	L2	CO4	PO3
b.	Illustrate the law of demand with suitable example.	10	L4	CO4	PO4

OR

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| 8 a. Write short notes on: | | | |
| i) Monopoly market | 5 | L2 | CO5 PO3 |
| ii) Opportunity Cost | 5 | L2 | CO5 PO3 |
| b. Write short notes on: | | | |
| i) Incremental cost | 5 | L2 | CO5 PO3 |
| ii) Total revenue and Marginal revenue | 5 | L2 | CO5 PO3 |

PART - B Case study (Compulsory)

9. The digitalization of the economy has turned out to be a boon for many businesses in the country. Digital economy is generating huge number business opportunities and jobs.

The UPI technology has changed the way in which money is being exchanged in the economy. Many global companies like Google and Amazon have developed money exchange apps and it is well received by the people.

It is also expected to reduce the burden on the government with respect to printing the notes. It will also lead to realize the dream of less cash economy. Indian companies like Paytm are front runners in digitalization of money.

The digitalization of money has led to fast transactions, quick payments and settlements, business expansion etc. On the other hand, it can be challenging as people who are not mobile and internet savvy are left behind.

Questions:

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|--|---|----|---------|
| a. What is digitalization of money? State its advantages. | 5 | L5 | CO5 PO4 |
| b. What are the disadvantages of digitalization of money? | 5 | L5 | CO5 PO5 |
| c. Give a brief profile of the companies that are into UPI technology. | 5 | L5 | CO5 PO5 |
| d. How does digitalization of money help in economic growth? | 5 | L5 | CO5 PO4 |

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