



**BBA-R 103**

**BBA I<sup>st</sup> SEMESTER EXAMINATION, 2024-25**  
**BACHELOR OF BUSINESS ADMINISTRATION–RETAIL**  
**(Theory of Retail Economics)**

**(4+0)**

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RUBBER STAMP

**Paper ID**

(To be filled in the  
OMR Sheet)

Date(तिथि) : \_\_\_\_\_

**1870**

अनुक्रमांक (अंकों में) :

Roll No. (In Figures) :

अनुक्रमांक (शब्दों में) :

Roll No. (In Words) : \_\_\_\_\_

**Time : 1:30 Hrs.**

**समय : 1:30घण्टे**

**Max. Marks : 75**

**अधिकतम अंक : 75**

**नोट :पुस्तिका में 50 प्रश्न दिये गये हैं, सभी प्रश्न करने होंगे। प्रत्येक प्रश्न 1.5 अंक का होगा।**

**Important Instructions :**

1. The candidate will write his/her Roll Number only at the places provided for, i.e. on the cover page and on the OMR answer sheet at the end and nowhere else.
2. Immediately on receipt of the question booklet, the candidate should check up the booklet and ensure that it contains all the pages and that no question is missing. If the candidate finds any discrepancy in the question booklet, he/she should report the invigilator within 10 minutes of the issue of this booklet and a fresh question booklet without any discrepancy be obtained.

**महत्वपूर्ण निर्देश :**

1. अभ्यर्थी अपने अनुक्रमांक केवल उन्हीं स्थानों पर लिखेंगे जो इसके लिए दिये गये हैं, अर्थात् प्रश्न पुस्तिका के मुख्य पृष्ठ तथा साथ दिये गये ओ०एम०आर० उत्तर पत्र पर, तथा अन्यत्र कहीं नहीं लिखेंगे।
2. प्रश्न पुस्तिका मिलते ही अभ्यर्थी को जाँच करके सुनिश्चित कर लेना चाहिए कि इस पुस्तिका में पूरे पृष्ठ हैं और कोई प्रश्न छूटा तो नहीं है। यदि कोई विसंगति है तो प्रश्न पुस्तिका मिलने के 10 मिनट के भीतर ही कक्ष परिप्रेक्षक को सूचित करना चाहिए और बिना त्रुटि की दूसरी प्रश्न पुस्तिका प्राप्त कर लेना चाहिए।

1. Economics is primarily concerned with the study of ?
  - (A) Politics and Government
  - (B) Society and culture
  - (C) Scarcity and choice
  - (D) Excessive Income
  
2. The concept of opportunity cost implies that ?
  - (A) Every choice has a cost
  - (B) Only financial choice have cost
  - (C) Only applies to Business
  - (D) Decisions without Monetary cost have no opportunity cost
  
3. Economics which involves statement which does not offer any suggestions ?
  - (A) Positive statement
  - (B) Normative statement
  - (C) Both (A) and (B)
  - (D) Matching Economics
  
4. Discounting principle is useful for ?
  - (A) Estimating Immediate cost
  - (B) Calculating current value of future cash flow
  - (C) Ignoring future cost
  - (D) Prioritizing all cost equally

5. Economy in which government does not interfere in the process of decision making ?
- (A) Market Economy
  - (B) Mixed Economy
  - (C) Centrally planned Economy
  - (D) All of these
6. When a choice is made, the opportunity cost is ?
- (A) The chosen Alternative
  - (B) The next best Alternative
  - (C) The total Alternative given up
  - (D) Not related to the decisions
7. Scarcity of Resources exists at which level?
- (A) At the micro level
  - (B) At the macro level
  - (C) Micro as well as macro level
  - (D) Does not exist at all
8. Consumers are Sovereign under which economy ?
- (A) Controlled Economy
  - (B) Free Economy
  - (C) Mixed Economy
  - (D) Both (A) and (C)

9. The Resources for satisfying human wants are ?
- (A) Limited
  - (B) Unlimited
  - (C) Available at Zero price
  - (D) None of these
10. When due to change in other factor (not price) the demand falls it is called ?
- (A) Extension of Demand
  - (B) Contraction of Demand
  - (C) Decrease in Demand
  - (D) Both (B) and (C)
11. Normative Economics deal with ?
- (A) Facts
  - (B) Opinions
  - (C) Both (A) and (B)
  - (D) None of the above
12. In case of Normal goods, demand curve shows ?
- (A) A negative Slope
  - (B) A positive Slope
  - (C) Zero Slope
  - (D) Constant Slope

13. Inferior Goods are those goods whose income effect is ?
- (A) Negative
  - (B) Positive
  - (C) Zero
  - (D) None
14. If two goods are complementary then rise in the price of one results in ?
- (A) Rise in demand for other
  - (B) Fall in demand for other
  - (C) Rise in demand for both
  - (D) None of these
15. Who propounded the concept of elasticity of Demand ?
- (A) J.S Mill
  - (B) Alfred Marshall
  - (C) G.J Stigler
  - (D) JOR Hicks
16. Cross Elasticity of demand shows the relationship between ?
- (A) Income and Demand
  - (B) Price and Demand
  - (C) Price of Substitute and Demand
  - (D) Utility and Demand

17. The formula for price Demand is ?
- (A)  $D = f(Y)$
  - (B)  $D = f(I)$
  - (C)  $D = f(P)$
  - (D)  $D = f(P_x, P_y, T)$
18. In the context of long – Run production function all the factors are -
- (A) Variable
  - (B) Constant
  - (C) Variable as well as Constant
  - (D) None of these
19. What is the other name of Implicit cost ?
- (A) Explicit cost
  - (B) Opportunity cost
  - (C) Imputed cost
  - (D) Opportunity Controlled cost
20. Which is the addition to total cost due to addition of one unit of output ?
- (A) Total cost
  - (B) Sunk cost
  - (C) Marginal cost
  - (D) Fixed cost

21. Change in the Quantity demanded of the commodity due to change in its own price, other things remain constant is called ?
- (A) Gross price effect
  - (B) Price effect
  - (C) Income effect
  - (D) Substitution effect
22. Inter commodity relations can be expressed through which elasticity of demand ?
- (A) Price Elasticity
  - (B) Income Elasticity
  - (C) Cross Elasticity
  - (D) Elasticity of future expectations
23. Which of the following equation is correct ?
- (A)  $MP = TP_n TP_{n-2}$
  - (B)  $AP = TP \times L$
  - (C)  $TP = AP / L$
  - (D)  $MP = \Delta TP / \Delta L$
24. A market in which there are only two producers is called ?
- (A) Monopsony
  - (B) Duopoly
  - (C) Monopoly
  - (D) Oligopoly

25. Production per unit of the variable factor is called ?
- (A) Total Product
  - (B) Average product
  - (C) Marginal Product
  - (D) None of these
26. When TP is Maximum then MP is ?
- (A) Decrease
  - (B) Increase
  - (C) Maximum
  - (D) Zero
27. Production function show Relationship between ?
- (A) Production and Producer
  - (B) Production and Machines
  - (C) Input and Output
  - (D) Raw material and labour
28. Which among the following is the kinds of demand ?
- (A) Price demand
  - (B) Income demand
  - (C) Cross demand
  - (D) All of these

29. All of the following are determinants of demand expect ?
- (A) Taste & preferences
  - (B) Income of the consumers
  - (C) Quantity supplied
  - (D) Price of Related Goods
30. Which lost continuously increases with the increase in production ?
- (A) Average
  - (B) Fixed
  - (C) Marginal
  - (D) Variable
31. Which among the following is correct regarding marginal product (MP) curve ?
- (A) U - Shaped
  - (B) Inverse U - Shaped
  - (C) Rectangular Hyperbola
  - (D) None of these
32. Stages of production is the results of ?
- (A) Law of Diminishing Marginal utility
  - (B) Law of Demand
  - (C) Law of variable Proportion
  - (D) Law of Diminishing Return of scale

33. Which of the following pair is example of substitutes ?
- (A) Tea and Sugar
  - (B) Pen and Ink
  - (C) Tea & coffee
  - (D) Shirt and Trousers
34. Conspicuous good are also known as ?
- (A) Prestige good
  - (B) Snob good
  - (C) Neblan good
  - (D) All of these
35. When  $MP$  cuts  $AP$  at its highest point \_\_\_\_\_ ?
- (A)  $MP > AP$
  - (B)  $MP < AP$
  - (C)  $MP = AP$
  - (D)  $MP \geq AP$
36. An example of good that exhibit the exceptional price demand relationship ?
- (A) Giffen Goods
  - (B) Complementary Goods
  - (C) Substitute Goods
  - (D) Normal Goods

37. Total cost is the vertical summation of ?
- (A) TFC and TVC
  - (B) AFC and AVC
  - (C) TVC and AVC
  - (D) TFC and AVC
38. In case of Giffen good the demand curve is ?
- (A) Horizontal
  - (B) Upward Sloping
  - (C) Vertical
  - (D) Rectangular Hyperbola
39. The correct method of calculating Revenue is ?
- (A)  $\text{Revenue} = \text{Cost} - \text{Profit}$
  - (B)  $\text{Revenue} = \text{Cost} + \text{Profit}$
  - (C)  $\text{Revenue} = \text{Profit} \times \text{Cost}$
  - (D)  $\text{Revenue} = \text{Cost} / \text{Profit}$
40. Under Monopoly, MR can be negative only?
- (A) AR is Increasing
  - (B) AR is Decreasing
  - (C) AR is Constant
  - (D) AR is Zero

41. Point method of measuring the price Elasticity of Demand is given by ?
- (A) Marshall
  - (B) Smith
  - (C) Hicks
  - (D) Samulson
42. "A firm can sell more only at a lower prices" To which market would you relate this statement ?
- (A) Perfect Competition
  - (B) Oligopoly
  - (C) Monopoly
  - (D) Duopoly
43. Elasticity is Greater than unity for ?
- (A) Necessaries
  - (B) Luxuries
  - (C) Complementary
  - (D) Confort
44. Select the correct Equation ?
- (A)  $TR = \sum AR$
  - (B)  $TR = \frac{AR}{Total\ output}$
  - (C)  $MR = \frac{\Delta TR}{\Delta Q}$
  - (D)  $AR = TR \times Total\ Output$

45. Which market induces cartels ?
- (A) Perfect Competition
  - (B) Monopoly
  - (C) Duopoly
  - (D) Oligopoly
46. Homogeneous product are sold under ?
- (A) Monopoly
  - (B) Imperfect Oligopoly
  - (C) Perfect Oligopoly
  - (D) Non- Collusive Oligopoly
47. When demand curve is parallel to x – axis , elasticity of demand is ?
- (A) Unity
  - (B) Greater than unity
  - (C) Zero
  - (D) Infinity
48. When output increases from 8 to 10 units and TR increases from Rs 270 to Rs 300, the MR is ?
- (A) 30
  - (B) 40
  - (C) 20
  - (D) 15

49. Demand for Electricity is elastic because ?
- (A) It is very expensive
  - (B) It has number of close substitutes
  - (C) It has Alternative uses
  - (D) None of the above
50. A firm can earn super normal profit even in the long run under ?
- (A) Perfect competition
  - (B) Monopolistic competition
  - (C) Monopoly
  - (D) All of these

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