

Total No. of Pages: **1**

Register Number:

**5755**

Name of the Candidate:

**B.B.A. DEGREE EXAMINATION, May 2015**

**(BUSINESS APPLICATIONS)**

**(SECOND YEAR)**

**(PART-III)**

**220: PRINCIPLES OF ECONOMICS**

Time: Three hours

Maximum: 100 marks

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**SECTION-A**

**(10×2=20)**

**Answer ALL questions**

1. Define Marshall's Economic.
2. What is Dumping?
3. What is Income Effect?
4. What is elasticity of demand?
5. Define Marginal Revenue.
6. Define Entrepreneur.
7. What is Average Revenue?
8. What is Pure Rent?
9. What is Skewness?
10. What is meant by Budget?

**SECTION-B**

**(4×10=40)**

**Answer any FOUR questions**

11. What are the features of economics?
12. Explain the characteristics of Land.
13. Explain in detail Product Market.
14. Why does the Demand curve slope downward from left to right?
15. "Economics is the science of Wealth"-Discuss.
16. Explain the law of Diminishing Marginal utility.

**SECTION-C**

**(2×20=40)**

**Answer any TWO questions**

17. Explain the factors of production.
18. Discuss the various methods of pricing.
19. List out the types of price elasticity.
20. Explain Heckscher-Ohlin theorem.

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