18212

BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – MBA-2025
Course Name – Data-Driven Decisions in Business Economics
Course Code - MBA17400 (T)
(Semester I)

Full Marks : 40 **Time : 2:0 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question) 1 x 10=10

1. *Choose the correct alternative from the following :*

(i) Define microeconomics.
- a) Study of economy as a whole
- b) Study of individual economic units
- c) Study of global trade
- d) Study of government policies

(ii) Recognize a key importance of microeconomics.
- a) Explains fiscal policy
- b) Determines prices of individual commodities
- c) Deals with stock markets only
- d) Focuses on foreign aid

(iii) Select an example of microeconomic application in production planning.
- a) Studying world trade agreements
- b) Forecasting demand for a firm's product
- c) Monitoring fiscal deficit
- d) Determining GDP growth

(iv) Define managerial economics.
- a) Study of history of economics
- b) Applying economic theories to business problems
- c) Study of banking systems
- d) Analysis of stock prices only

(v) Trace the nature of managerial economics as an art and science.
- a) It ignores logical reasoning
- b) It uses critical thinking and analytical skills
- c) It focuses only on art
- d) It deals only with statistics

(vi) Choose the correct option: How macroeconomics influences managerial decisions?
- a) By ignoring consumer demand
- b) By analyzing external factors like policies
- c) By studying company slogans
- d) By forecasting weather

(vii) Decide the role of AI in business models.
- a) Enhances predictive analytics and automation
- b) Only replaces workers
- c) Reduces data collection
- d) Limits personalization

(viii) Choose the determinant of individual demand.

a) Market size
b) Income of the consumers
c) Government policy
d) Technology

(ix) Identify the condition of unitary elastic demand.

a) Price change leads to no change in demand
b) Price change causes proportionate change in demand
c) Price change causes large change in demand
d) Demand is constant

(x) Infer the cross elasticity for substitute goods.

a) Positive
b) Negative
c) Zero
d) Infinite

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Define returns to scale and list its three types. (3)
3. Use CVP analysis to determine the break-even quantity if fixed cost = Rs 2,000, unit price = Rs 100, variable cost/unit = Rs 60. (3)
4. Evaluate the effect of information technology on demand forecasting accuracy. (3)
5. Show graphically how increase in consumer income affects the demand for inferior goods. (3)
6. Analyze the impact of a price ceiling on market equilibrium. (3)

OR

Explain the functions of WTO. (3)

Group-C

(Long Answer Type Questions) 5 x 3=15

7. Describe any five objectives of a firm as per modern economic theory. (5)
8. Differentiate between price elasticity, income elasticity, and cross elasticity of demand, with examples. (5)
9. Assess the significance of short-term and long-term forecasting for business decisions. (5)

OR

Evaluate the implications of price discrimination in a monopoly market for different types of consumers. (5)

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