

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION
(M.B.A. – SPORTS MANAGEMENT)
EXAMINATION: DECEMBER -2025
SEMESTER - I
Sub: Business Economics (MBA25-S105)

Date: 29/12/2025**Total marks: 60****Time: 10.00 am To 12.30 pm****Q. 1. Answer in Detail. (30)**

1. Explain the concept of the business cycle. Describe its various phases with suitable examples from the Indian economy.
2. Explain the law of supply. How does the price of a product influence the quantity supplied? Use real-life examples to support your answer.
3. How does the market structure influence pricing decisions of firms? Compare pricing in monopoly vs. perfect competition.

Q. 2. Write Short Notes: (Any Two) (10)

1. Importance of Pricing
2. Competitor-Based Pricing Strategy
3. Fiscal Policy
4. Determinants of Demand

Q. 3. Answer in Short: (10)

1. Any 2 types of Inflation
2. Name any 4 types of Demand
3. Give any 2 objectives of Pricing
4. Factors of Production
5. 2 traits of entrepreneur

Q. 4. Case Study (10)

In India, the demand for sports equipment—especially cricket bats, footballs, badminton racquets, and gym accessories—has increased significantly over the past few years. This rise is largely due to greater health awareness, growth in fitness culture, and the popularity of school and college sports events.

However, the supply of quality sports equipment does not always match the rising demand. During peak seasons—such as school admission months, tournament months, or festive periods—shops often run out of stock of popular items like cricket bats and football shoes. When demand increases faster than supply, prices of these items usually go up. For example, the price of a popular brand of cricket bat may rise from ₹1,500 to ₹1,900 during tournament months.

On the other hand, during off-season months, when demand falls, shops often offer discounts to clear their stock. Many sellers also offer bundle deals and festive sales to attract customers when demand is low.

The relationship between demand, supply, and price helps shopkeepers plan how much to order from wholesalers and when to offer discounts. But smaller shops sometimes face difficulty forecasting demand accurately, leading to either shortages or excess inventory.

Questions:

1. Identify the factors that cause an increase in demand for sports equipment in India.
2. Explain what happens to the price of sports goods when demand increases but supply remains constant. Use the case study example.
3. Discuss how sellers use discounts and offer to balance demand and supply during off-season months.