

B.Com. (Hons) DEGREE EXAMINATION, NOVEMBER 2018
I Year I Semester
Core Major- Paper IV
BUSINESS ECONOMICS

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer **ALL** the questions

1. Define Business Economics.
2. What is discounting principle?
3. State the law of supply.
4. Define cross elasticity of demand.
5. What do you mean by consumer sovereignty?
6. What is producer's equilibrium?
7. Define private monopoly.
8. What is product pricing?
9. What is meant by GDP?
10. Give the meaning of indirect tax.

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

11. Is economics a science or an art? - Explain
12. Briefly explain the kinds of demand.
13. Write a note on break even analysis.
14. 'Is price discrimination justifiable' - Comment.
15. State the importance of national income analysis.
16. Explain the importance of business economics.
17. Distinguish between monopoly and monopolistic competition.
18. Discuss the limitations of per capita income.

Section C ($2 \times 15 = 30$) Marks**PART - A - Case Study - Compulsory Question**

19. Maruti company manufactures many cars, among those many people prefer Maruti Baleno than Maruti Alto 800. But the company sell Maruti Alto 800 more than Maruti Baleno. - Explain Why? Also state the determinants of demand.

PART - B

Answer any **ONE** questions

20. "Economics is the study of mankind in the ordinary business of life" - Discuss
21. Explain the price and output determination under perfect competition.

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