

**B.Com(A&F) DEGREE EXAMINATION, NOVEMBER 2019**  
**II Year III Semester**  
**Business Economics**

**Time : 3 Hours**

**Max.marks :75**

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

Answer any **TEN** questions

1. Define Economics in the words of Marshall.
2. What is opportunity cost?
3. Define Law of demand.
4. What is meant by Elasticity of supply ?
5. Define the law of Equi-marginal utility.
6. What do you mean by consumers equilibrium ?
7. What is returns to scale ?
8. What is fixed cost ?
9. Define the term monopoly.
10. What is perfect competition ?
11. What is Oligopoly ?
12. What is break-even-point ?

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

Answer any **FIVE** questions

13. Explain the divisions of Economics.
14. Why does the demand curve slope downwards ?
15. State the importance of the law of Equi-marginal utility.
16. What are the techniques of cost control ?
17. Explain the features and conditions of perfect competition.
18. What are the objectives of pricing ?
19. State the internal economics of large scale production.

**Section C** ( $2 \times 15 = 30$ ) Marks

Answer any **TWO** questions

20. Discuss the scope and importance of Business economics.
21. Explain the determinants and distinctions of demand.
22. Define and explain the law of diminishing marginal utility. Illustrate your answer.
23. Explain the various methods of pricing.

**B.Com(A&F) DEGREE EXAMINATION, NOVEMBER 2019**  
**II Year III Semester**  
**Business Economics**

**Time : 3 Hours**

**Max.marks :75**

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

Answer any **TEN** questions

1. Define Economics in the words of Marshall.
2. What is opportunity cost?
3. Define Law of demand.
4. What is meant by Elasticity of supply ?
5. Define the law of Equi-marginal utility.
6. What do you mean by consumers equilibrium ?
7. What is returns to scale ?
8. What is fixed cost ?
9. Define the term monopoly.
10. What is perfect competition ?
11. What is Oligopoly ?
12. What is break-even-point ?

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

Answer any **FIVE** questions

13. Explain the divisions of Economics.
14. Why does the demand curve slope downwards ?
15. State the importance of the law of Equi-marginal utility.
16. What are the techniques of cost control ?
17. Explain the features and conditions of perfect competition.
18. What are the objectives of pricing ?
19. State the internal economics of large scale production.

**Section C** ( $2 \times 15 = 30$ ) Marks

Answer any **TWO** questions

20. Discuss the scope and importance of Business economics.
21. Explain the determinants and distinctions of demand.
22. Define and explain the law of diminishing marginal utility. Illustrate your answer.
23. Explain the various methods of pricing.