

**B.Com. DEGREE EXAMINATION, APRIL 2020**  
**I Year I Semester**  
**Business Economics**

**Time : 3 Hours**

**Max.marks :75**

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

Answer any **TEN** questions

1. What is business economics?
2. Define Demand.
3. What is supply?
4. Define consumer behavior.
5. What is equilibrium price?
6. What is Break-even point?
7. What is Margin of safety?
8. Define monopoly.
9. What is perfect competition?
10. What is penetration pricing?
11. Define Oligopoly.
12. What is Skimming pricing?

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

Answer any **FIVE** questions

13. Explain the importance of Business Economics.
14. What are the determinants of demand?
15. Explain about the indifference curves.
16. What are the advantages and disadvantages of BEP.
17. How the price determined under Monopolistic competition?
18. Explain the supply concept.
19. Explain the different types of cost.

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

Answer any **TWO** questions

20. Explain the different types of Price elasticity of Demand.
21. Explain the different types of economies of scale.
22. Explain the different methods of pricing.
23. Explain the scope for business economics.

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