

Bcom(PA) DEGREE EXAMINATION, APRIL 2020
I Year II Semester
Business Economics

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. Write Alfred Marshall's definition of Economics.
2. Define Business Economics.
3. What do you mean by supply?
4. Define elasticity of demand.
5. Discuss the Veblen effect.
6. What do you mean by utility?
7. Define indifference curve.
8. What do you mean by production function?
9. Explain total cost.
10. What is perfect market?
11. What do you mean by price?
12. Explain Oligopoly.

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

Answer any **FIVE** questions

13. State the determinants of demand.
14. State the properties of indifference curve?
15. Briefly explain the exceptional cases in demands.
16. Briefly explain the Law of variable proportion.
17. Enumerate Iso - Quants analysis.
18. Explain the objectives of pricing policy?
19. What is kinked demand? Explain with diagram.

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

Answer any **TWO** questions

20. Discuss the nature and scope of business economics
21. Briefly explain the factors of production.
22. What is price discrimination? Explain pricing under monopoly.
23. What do you mean by economies of scale? Explain various internal and external economies of scale.

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