SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.
B.Com. END SEMESTER EXAMINATIONS APRIL-2022
SEMESTER - I
20UCOCT1002 - Business Economics

Total Duration : 3 Hrs.   **Total Marks : 60**

Section A

Answer any **SIX** questions $(6 \times 5 = 30$ Marks$)$

1. Write short notes on incremental and marginal concepts.

2. Define business economics and discuss the main characteristics.

3. List out the factors which are determining elasticity of demand.

4. Explain the properties of indifference curve.

5. Explain the laws of returns to scale.

6. Point out the features of perfect competition.

7. Explain the types of demand forecasting.

8. Describe the importance of consumer behaviour.

Section B

Answer any **THREE** questions $(3 \times 10 = 30$ Marks$)$

9. Discuss the role of a business economist.

10. Explain the different kinds demand.

11. Discuss the limitations of the law of Equal marginal utility.

12. Critically examine the law of diminishing returns. Point out its limitations.

13. What are the methods of oligopoly?

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