

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.(A&F) END SEMESTER EXAMINATION APRIL/NOV - 2021

SEMESTER - III

20UAFAT3003 - Business Economics

Total Duration : 3 Hrs	Total Marks : 75
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

Section B

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

1. Examine the importance of opportunity cost in business.
2. Distinguish between positive and normative economics.
3. Explain different types of demand.
4. Explain the consumer's equilibrium through indifference curve.
5. Explain law of returns to scale.
6. How is the price determined under perfect competition?
7. Explain the characteristics of oligopoly.
8. Briefly explain the Law of Diminishing Marginal Utility.

Section C

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

9. Analyse the scarcity definition of Economics.
10. Discuss the factors influencing demand.
11. Evaluate the Break-even analysis.
12. Enumerate the different methods of pricing.
13. Describe the importance of consumer behaviour.