

**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 EXAMINATIONS APRIL - 2022**

**SEMESTER - III**

**20UAFAT3003 - Business Economics**

**Total Duration : 3 Hrs**

**Total Marks : 60**

**Section A**

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

1. Explain the relationship between economics and business economics.
2. Discuss the importance of indifference curve analysis.
3. Explain why the demand curve slope downwards.
4. What is Monopolistic competition? State its features.
5. State the approaches to profit forecasting.
6. Write a brief note on various cost concepts.
7. Explain the characteristics of oligopoly.
8. Explain the degrees of price elasticity of demand.

**Section B**

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

9. Explain the different methods of Pricing.
10. Discuss the nature and scope of managerial economics.
11. Explain the importance of the Law of diminishing marginal utility.
12. Explain the methods of demand forecasting.
13. Relationship between average revenue, marginal revenue and total revenue.

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