

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 NOVEMBER-2022

SEMESTER - I

**20UCOCT1002 - Business Economics**

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

### **Section A**

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

1. What is meant by Business Economics? Explain its importance.
2. Explain in detail the Law of Diminishing Marginal Utility.
3. Classify and explain the 3 stages of the Law of Variable Proportions.
4. Describe the various factors affecting Pricing Policy.
5. Sketch out the various determinants that influence the demand.
6. Prepare the list of importance of Indifference Curve Analysis.
7. Explain in detail about Break-even Analysis.
8. Determine the objectives of Pricing policy.

### **Section B**

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

9. What is meant by the Concept of Efficiency? Briefly explain the various types of Efficiency.
10. Define the term Supply. Prepare the list of factors that determines supply.
11. What is meant by Consumer's Equilibrium? Ascertain the various assumptions of Consumer's Equilibrium.
12. What is meant by Economies of Scale? Explain briefly the various classifications of economies of scale.
13. Define Monopoly. Compare the nature of demand and revenue under monopoly.

\*\*\*\*\*