

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.(Honours) - END SEMESTER EXAMINATIONS NOVEMBER - 2022

SEMESTER - I

**20UBHCT1004 - Business Economics**

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

### **Section A**

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

1. Economics is Normative in nature – Explain.
2. Illustrate the importance of Business Economics.
3. Demonstrate the Law of Demand using a real time scenario.
4. Explain the price elasticity of demand.
5. Depict the variables of breakeven analysis.
6. Relate various assumptions of Law of Marginal Utility.
7. Explain the features of Monopolistic Competition.
8. Examine the determinants of economic welfare.

### **Section B**

#### **Part A**

Answer any **TWO** questions ( $2 \times 10 = 20$  Marks)

9. Describe the scope of Business Economics.
10. Explain the law of variable proportion. Under what conditions the stage of diminishing return can be postponed?
11. Organize various pricing methods in business economics.
12. Examine various limitations in measuring per capital income.

#### **Part B**

Compulsory question ( $1 \times 10 = 10$  Marks)

13. Narrate the determinants of Demand.

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