

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-2023

SEMESTER - III

20UAFAT3003 - Business Economics

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Describe the concept of discounting principles in business economics.
2. Explain the properties of indifference curve.
3. Write a short note on opportunity cost.
4. Illustrate price output determination in the monopoly market.
5. Classify the various determinants of demand.
6. Outline the break-even point with diagram.
7. Explain briefly on law of variable proportions.
8. Evaluate price leadership under Oligopoly market.

Section C

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

9. Identify the nature and scope of business economics.
10. Examine the various methods of demand forecasting.
11. Analyse law of diminishing marginal utility with suitable example.
12. Critically examine the long run cost output relationship.
13. Explain the price determination under perfect competition.
