

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.(PA) END SEMESTER EXAMINATIONS APRIL-2023

SEMESTER - II

21UPACT2004 - Business Economics

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Explain the scope of Business Economics.
2. Enlist the factors influencing supply.
3. State and explain the laws of Returns to scale.
4. Discuss the objectives of pricing.
5. Discuss the methods of forecasting demand for a new product.
6. Explain consumer equilibrium with several commodities.
7. Classify the cost in Economics.
8. What are the features of oligopoly?

Section C

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

9. Explain the fundamental concept of Business Economics.
10. Why does the demand curve slope downward? Are there any exceptions to the demand curve analysis?
11. Elaborate the law of Diminishing Marginal utility.
12. Evaluate the limitations of break even analysis for decision making.
13. Critically explain the methods of pricing.

21UPACT2004

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