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 -2023
SEMESTER - I
20UCOCT1002 - 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 importance of business economics.

2. Show the factors of determining the demand.

3. Prepare the equilibrium of consumer behaviour.

4. Describe economies of scale, and why are they significant in economics.

5. Identify various objectives of pricing policy.

6. Compute the law of diminishing marginal utility, and how does it influence consumer equilibrium.

7. Describe oligopoly, and how does it differ from other market structures.

8. Show the different types of demand.

Section C

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

9. Explain how does accounting profit differ from economic profit.

10. Compute the different methods of measuring elasticity of demand with formula.

11. Ascertain the relationship between goods and services on an indifference curve.

12. Evaluate the concept of break-even analysis and the assumptions on which it is based.

13. Examine the price and output determination under perfect competition.

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