

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.(Hons) - END SEMESTER EXAMINATIONS NOVEMBER - 2023

SEMESTER - I

**20UBHCT1004 - 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 Opportunity cost.
2. Identify the Consumer Behaviour.
3. Compare and list out the few points of Discriminating monopoly and Monopolistic Competition.
4. Outline the importance of Capital Income problem.
5. Explain the Law of Demand.
6. Enlist the benefits of Properties and equilibrium.
7. Construct Product Pricing.
8. Compare between National Product and National Income.

### **Section C**

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

9. Compare and assess the Scope and Importance of Business Economics.
10. Classify the demand and explain the Determinants and Distinctions of demand.
11. a) Evaluate the types of Economies of Scale.  
b) Explain Law of Diminishing Marginal utility.
12. Measure the Pricing objectives and methods.

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

13. a) List out few points of Nature and principles of Public Finance.  
b) Explain the importance of public finance.

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