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 - NOV'2024
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. Define Lionel Robbins' scarcity view of economics and its focus on opportunity cost.

2. Write short notes on Discounting principles.

3. Explain the factors determining the demand.

4. Explain the different pricing methods used by firms

5. Define the law of demand and explain why it typically slopes downward.

6. Infer why the marginal utility decreases as the consumption of goods increases.

7. Illustrate diseconomies of scale, and how do they affect a firm's production costs.

8. Examine Oligopoly and explain the concept of a kinked demand curve in an oligopoly market.

Section C

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

9. Illustrate the significance of business economics in helping firms maximize profit in volatile economic conditions.

10. Predict how the price elasticity of demand for a product might change over time, giving examples of short-run vs. long-run elasticity.

11. Justify how the law of diminishing marginal utility might not apply in the case of addictive goods or luxury items.

12. Compute the long-term effects of constant returns to scale on a firm's growth potential and profitability.

13. Explain the features of perfect competition and monopolistic.

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