

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION MAY 2017
(Third Semester)

Branch - COMMERCE

BUSINESS ECONOMICS

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10x2 = 20)

- 1 Micro and Macro Economics.
- 2 Discounting principles. _
- 3 Elasticity of Demand.
- 4 Law of Diminishing Marginal Utility.
- 5 Significance of Demand Forecasting.
- 6 Barometric Method.
- 7 Law of variable proportions.
- 8 Break Even point.
- 9 Monopolistic competition.
- 10 Business cycle.

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25) •

- 11 a Explain the true nature of economics.
OR
b Write down the objectives of a firm.
- 12 a . Explain the causes for the downward sloping of the demand curve.
OR
b Point out the various determinants of market demand.
- 13 a Write a short note on
i) Market demand fore casting ii) Company demand forecasting

b Explain the factors associated with demand forecasting. •
- 14 a Explain the importance of Iso-cost curves. .
OR
b Explain the relationship between marginal revenue and marginal cost.
- 15 a High light the features of perfect competition.
OR
b What are the characteristics of Monopolistic competition.

SECTION - C (30 Marks)

•Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Discuss the various tools used in economic analysis.
- 17 What are the types of demand? Distinguish the important types of demand.
- 18 Explain the methods of demand for costing, for a new and existing products.
- 19 Describe the role of internal and external economics in promoting the maximum production in a firm.

M 20 Discuss the various phases of business cycle.