

140012

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION MAY 2019
(Third Semester)

Branch – **COMMERCE**

BUSINESS ECONOMICS

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Normative economics.
- 2 Business Economics
- 3 Law of demand
- 4 Elasticity.
- 5 Barometric method
- 6 Demand forecasting.
- 7 Break-even point
- 8 Marginal revenue
- 9 Inflation
- 10 Monopoly

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a What are the objectives of the firm?
OR
- b State the unique features of business economics.
- 12 a Briefly explain the Law of Diminishing utility.
OR
- b Explain the exceptions to law of demand.
- 13 a Elucidate the criteria of a good forecasting method.
OR
- b Explain the kinds of demand forecasting.
- 14 a Illustrate the Break-even point.
OR
- b Explain the various classification of costs.
- 15 a Explain the different types of Inflation.
OR
- b State the features of perfect competition.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Discuss the method and tools of economic analysis applied in business.
- 17 Why does the demand curve slope downwards? Explain.
- 18 Critically analyse the methods of demand forecasting.
- 19 Explain the law of variable proportion in production.
- 20 Explain the different concepts of National Income.

Z-Z-Z

END