

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. CA - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - I

21UCCAT1001 - Business Economics

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Discuss the different phases of the business cycle with examples.
2. What is the difference between accounting profit and economic profit?
3. Define elasticity of demand. Discuss its types and significance in business decisions.
4. What is demand forecasting? Mention any two methods.
5. Explain the concept of law of variable proportion.
6. List out the Limitation of Break Even Analysis.
7. Explain the different methods of pricing.
8. What is an indifferent curve? Discuss its properties and significance in consumer behaviour.

Section C

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

9. Analyse the scope of business economics.
10. What are the determinants of Demand?
11. Explain the law of diminishing marginal utility and state its assumption.
12. Explain the factors of production.
13. Bring out the characteristics of Oligopoly.
