

Roll.No.

25UCOCT1002

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. - END SEMESTER EXAMINATIONS - NOVEMBER 2025
SEMESTER - I

25UCOCT1002 - Business Economics

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. Explain Scope and importance of Business Economics.
2. Describe Law of Diminishing Marginal Utility with an example.
3. Explain the Law of Variable Proportion with an example.
4. Define Monopoly. How does a monopolist determine price and output?
5. What is Demand? Explain the Law of Demand with an example.
6. What is an Indifference Curve? Classify its main properties.
7. Explain the concept of production possibility frontiers.
8. Evaluate how price and output are determined under Perfect Competition with an example.

Section C

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Explain the difference between Accounting Profit and Economic Profit.
10. Elaborate the concept of Elasticity of Demand and its types. How can demand forecasting help a business make better decisions?
11. Determine how a consumer achieves equilibrium using the Indifference Curve approach. Illustrate your answer with diagram.
12. Explain Break-Even Analysis. How can businesses use it to make production and pricing decisions?
13. Ascertain the main objectives of product pricing. Explain the common methods businesses use to set prices for different products.
