

Roll.No.

25UBHCT1004

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.Honours - END SEMESTER EXAMINATIONS - NOVEMBER 2025
SEMESTER - I

25UBHCT1004 - Business Economics

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Explain the scope and importance of Business Economics.
2. Write a short note on the concepts of opportunity cost and production possibility frontier.
3. State and explain the Law of Demand. What are its exceptions?
4. Explain the types of elasticity of demand and their managerial uses.
5. Briefly explain the Law of Diminishing Marginal Utility with an example.
6. Explain the various methods and objectives of pricing in business.
7. Distinguish between perfect competition and monopoly.
8. Define National Income. Explain its importance and methods of measurement.

Section C

I - Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Discuss the various views on Economics—Wealth, Welfare, and Scarcity—and their relevance to modern Business Economics.
10. Explain the determinants of demand and discuss the relationship between demand and supply in establishing market equilibrium.
11. Evaluate price and output determination under Monopoly and Monopolistic Competition with suitable diagrams.
12. Analyze the relationship between National Income and Economic Welfare. How does public expenditure contribute to economic growth?

II - Compulsory question ($1 \times 10 = 10$ Marks)

13. (Case Study) – Analyze a situation where a firm experiences diminishing marginal utility and increasing marginal cost. How can the firm apply the law of equi-marginal utility and break-even analysis to achieve equilibrium?
