

Roll.No.

25UCCGT1A01

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 - NOVEMBER 2025

SEMESTER - I

25UCCGT1A01 - Business Economics

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

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

1. Illustrate the principle of opportunity cost with a real-life business scenario.
2. Explain the relationship between total utility and marginal utility using a numerical example.
3. Apply the Law of Variable Proportion to determine the output when the quantity of one input is increased while others are constant.
4. Evaluate the efficiency of price and output determination under perfect competition versus monopoly.
5. Explain the effectiveness of different demand forecasting methods in predicting sales accurately.
6. Predict how a change in the price of one good shifts the consumer's equilibrium on the indifference curve.
7. Compare internal and external economies of scale and explain their impact on production efficiency.
8. Apply the kinked demand curve model to determine possible price rigidity in an oligopoly market.

Section C

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

9. Describe the relationship between incremental and marginal concepts and their impact on pricing and production decisions.
10. Apply the law of demand to explain how a change in the price of a product affects its quantity demanded in a given market.
11. Evaluate the effectiveness of using the Law of Diminishing Marginal Utility to predict consumer demand patterns.

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12. Evaluate the sensitivity of break-even point to changes in selling price, fixed costs, or variable costs.
13. Conclude which pricing method is most suitable for a new product launch in a competitive market.
