M 8479

Reg. No. : ....

Name : ....

IV Semester B.Com. Degree (CCSS – Reg./Supple./Imp.) Examination, May 2015
CORE COURSE IN COMMERCE
4B06 COM : Business Economics
(2012 Admn. Onwards)

Time: 3 Hours   Max. Weightage : 30

PART – A

Two bunches of questions carrying **equal** weightage of **one**. Answer **all**.

I. 1. Economics deals with National Income.

      a) Micro Economics   b) Macro Economics

      c) Managerial Economics   d) None

    2. Demand for electricity is elastic because

      a) Expensive   b) Close substitutes

      c) Alternative uses   d) None

    3. The optimum input combinations is found out with the help of

      a) Isoquant and isocost curve   b) Demand and supply curve

      c) Demand and Isoquant curve   d) Supply and Isocost curve

    4. Under price skimming, the price of the product will be

      a) Very low   b) Equal to cost

      c) Very high   d) None   **(W =1)**

II. Match the following :

    5. Explicit cost   a) Consumer behaviour

    6. Decision process   b) All non-monetary expenses

    7. Diminishing returns to scale c) Robert Giffen

    8. Interior goods   d) All monetary expenses

                                  e) Diseconomies of scale

                                  f) Economies of scale   **(W = 1)**

PART – B

Answer **any eight**. **Each** carries a weightage of **one** :

9. Define penetration pricing policy.

10. What do you mean by supply schedule ?

11. What is marginal product ?

12. What are Isocost curves ?

13. What is law of demand ?

14. What is demand forecasting ?

15. Define monopoly.

16. What do you mean by short cost function ?

17. Define Business Economics.

18. State two distinction between Economics and Business Economics.   **(W = 8×1=8)**

PART – C

Answer **any six**. **Each** carries a weightage of **two** :

19. What are the objectives of Business Economics ?

20. Explain the exceptions to the law of demand.

21. What are the different methods of demand forecasting ?

22. What are the characteristics of production function ?

23. Explain the internal factors to be considered when formulating a pricing policy.

24. What are the benefits of monopoly ?

25. Explain the factors influences cost function.

26. What are the determinants of elasticity of supply ?   (W = 6×2=12)

PART – D

Answer **any two**. **Each** carries a weightage of **four**.

27. Briefly discuss the different kinds of elasticities of demand.

28. Distinguish between short-run cost function and long run cost function are suitable diagrams to elucidate your points.

29. What are the features of perfect competition ? Explain the process of price determination under perfect competition.   (W = 2×4=8)