

(6 pages)

Reg. No. :

Code No. : 12138 E Sub. Code : CABE 21

B.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2023.

Second Semester

Banking and E-Commerce — Allied

BUSINESS ECONOMICS

(For those who joined in July 2021-2022)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Managerial Economics is ————.
(a) Dealing only micro aspects
(b) Only a normative science
(c) Deals with practical aspects
(d) All of the above
6. ———— is a process in which the physical inputs are transformed into physical output.
(a) Money (b) Product
(c) Production (d) All of the above
7. ———— is a that part of the stock which a seller is ready to sell at a certain price.
(a) Product (b) Services
(c) Supply (d) Management
8. Law of supply derives the relationship between ———— supplied.
(a) Product and Services
(b) Services and Goods
(c) Price and Quantity
(d) None of these
9. ———— affects the allocation of resources in different sectors.
(a) Product level (b) Service level
(c) Price level (d) None of these
10. The price is ————, a seller may have to go out of the market.
(a) Too low (b) Too high
(c) Normal (d) Moderate

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2. The techniques of optimization include
(a) Marginal analysis
(b) Calculus
(c) Linear programming
(d) All of the above
3. The law of demand states, with increase in price there is
(a) Decrease in quantity demanded
(b) Increase in quantity demanded
(c) Decreased demand
(d) Increased demand
4. Increase in demand can occur due to
(a) Increase in income of the consumer
(b) Decrease in price of the complementary good
(c) Increase in price of the substitutes
(d) All of these
5. ———— is used for creation of those goods and services which have an exchange value.
(a) Money
(b) Product
(c) Linear Programming
(d) All of the above

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Write the nature of economics.
Or
(b) Explain the significance of business economics.
12. (a) State the features of demand.
Or
(b) Examine the importance of Indifference Curve Analysis.
13. (a) Write a note on Fixed and Variable factors.
Or
(b) What is meaning of classical approaches to the law of variable proportion.
14. (a) Describe the relationship between marginal cost to average cost.
Or
(b) Explain the law of supply.

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15. (a) Describe the conditions essential for price discrimination.

Or

(b) Explain the advantages and disadvantages of marginal cost pricing.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Discuss the nature and scope of business economics.

Or

(b) Write the role of business economics.

17. (a) Elucidate the determinants of demand.

Or

(b) Explain the methods of measuring price elasticity of demand.

18. (a) Write the characteristics for factors of production.

Or

(b) Overview about the law of returns to scale.

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19. (a) Explain the various factors affecting supply.

Or

(b) Classify the various types of elasticity of supply.

20. (a) Analyse the factors affecting pricing policy.

Or

(b) Write the determinants of imperfect market.

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