

FACULTY OF COMMERCE

B.Com. (CBCS) I-Semester Examination, November / December 2018
(Common Paper for General / Computers / Computer Applications / Advertising / Foreign Trade and Taxation Courses)

Subject : Business Economics

Paper Code – V

Time : 3 Hours

Max. Marks: 80

PART – A (5 x 4 = 20 Marks)

Note : Answer any FIVE of the following questions.

- 1 Meaning of Business Economics.
- 2 Cardinal Vs. Ordinal utility
- 3 Arc Vs. Point Method
- 4 Substitutes Vs. Complementaries
- 5 Consumer Surplus
- 6 Returns to a Factor Vs. Returns to Scale
- 7 Explicit vs. Implicit Costs
- 8 Long-run Vs. Short-run



PART – B (5 x 12 = 60 Marks)

Note: Answer ALL the questions.

- 9 (a) Explain the Law of Diminishing Marginal Utility with the help of a suitable diagram.
OR
(b) Explain the nature and scope of Business Economics.
- 10 (a) What do you understand by Demand Function? Briefly explain the factors affecting demand for a product.
OR
(b) Explain the Price Elasticity of Demand and its role in fixation of the price of a product.
- 11 (a) Explain the Law of Supply and Consumer Equilibrium.
OR
(b) Explain the features of Indifference Curves with the help of suitable diagrams.
- 12 (a) Explain the behaviour of Total Product of Labour with the help of a diagram.
OR
(b) Explain the Isoquant and Isocosts with suitable diagrams.
- 13 (a) Explain the Short-run Cost Curves with the suitable diagrams.
OR
(b) Explain the meaning, assumptions and uses of Break Even Analysis.
