

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 86
(For Candidates admitted during the academic year 2011 – 2012 & thereafter)

SUBJECT CODE: 11EC/AC/EB24

B.Com./B.Com(CS) DEGREE EXAMINATION APRIL 2013
COMMERCE
CORPORATE SECRETARYSHIP
SECOND SEMESTER

COURSE : ALLIED - CORE
PAPER : ECONOMICS FOR BUSINESS
TIME : 3 HOURS

MAX.MARKS: 100

SECTION A

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 50 WORDS:

(10 X 2 = 20)

1. Define 'Demand'.
2. Define 'Supply'.
3. What is Production?
4. What are Iso-Quants?
5. Define variable costs.
6. What is average cost?
7. What is meant by skimming pricing?
8. Define the concept 'kinky demand' curve.
9. What is Profit?
10. Mention any two uses of break even analysis.

SECTION B

ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 300 WORDS :

(5 X 8 = 40)

11. What is price elasticity? Analyse the factors influencing elasticity of demand.
12. Examine the determinants of supply.
13. Explain the law of variable proportions.
14. Explain the principle of least cost combination of factors.
15. Analyse the relationship between average and marginal cost curves.
16. Discuss how pricing is done under discriminating monopoly.
17. What is meant by sales maximization?

SECTION C

ANSWER ANY TWO QUESTIONS. EACH ANSWER NOT TO EXCEED 1200 WORDS:

(2 X 20 = 40)

18. Explain the various methods of demand forecasting.
19. Explain in detail the concept of 'Returns to Scale' using diagrams to elucidate.
20. Explain how a firm under monopolistic competition determines the price.
21. What is meant by 'Break even Point'? Explain how this is determined in a firm.
