

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 86
(For Candidates admitted during the academic year 2008–09 & thereafter)

SUBJECT CODE: EC/AC/EB24

B.Com. DEGREE EXAMINATION APRIL 2011
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 3 = 30)

1. State the factors which causes shift in demand curve of a product.
2. Define Cross Elasticity of Demand.
3. What is meant by demand forecasting?
4. What is meant by increasing returns to scale.
5. What is real cost?
6. State the difference between internal economies and external economies.
7. What is mark up pricing?
8. What is Break-Even Point?
9. State the features of Oligopoly.
10. Define Average Cost.

SECTION B

ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 300

WORDS

(5 X 6 = 30)

11. Explain the relationship between AR and MR Curves
12. Elucidate. Price output determinate under monopolistic competition.
13. Explain the features of a good forecasting.
14. Find out Elasticity of Demand under outlay method for the following when price of the commodity was Rs.10 quantity demanded was 20 units. Price falls from Rs.10 to Rs.5 quantity demanded doubles.
15. Explain the concept of kinky demand curve.
16. State and explain the objectives of firms.
17. Explain the properties of ISOQUANTS

SECTION C

ANSWER ANY TWO QUESTIONS. EACH ANSWER NOT TO EXCEED 1200

WORDS

(2 X 20 = 40)

18. Explain Break-Even Point in terms of Physical units with illustration and explain the usefulness of break even analysis.
19. Explain the features perfect competition. Explain how equilibrium and output is determined in the short run and long run.
20. Explain the law of variable proportions and bring out the distinction between returns to scale.
21. Explain the various methods of measuring price elasticity of demand. Explain the factors determining the elasticity of demand.
