SUBJECT CODE: EC/AC/EB24

B. Com. DEGREE EXAMINATION, APRIL 2010
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: **(10X3=30)**

1. State the law of Supply.

2. Define Elasticity of Demand.

3. Define Marginal Cost.

4. State the determinants of supply.

5. What is selling cost?

6. Define BEP.

7. State the determinants of supply.

8. Define production possibility frontier.

9. Define MRTS.

10. What is full cost pricing?

SECTION – B
ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 300
WORDS.   **(5 X 6 = 30)**

11. Distinguish between change in demand and change in quantity demanded.

12. Explain the methods of pricing for new product

13. Find out the elasticity of demand under proportionate method from the following information:

Price per unit	Qty DD
Rs.10	20 Kg.
Rs.9	22 Kg.

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14. Explain the relationship between AC and MC.

15. Explain the properties of ISOQUANTS.

16. Explain the features of Monopolistic competition.

17. Write a note on LAC curve.

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 bring out the Importance of break even analysis.

19. Explain the law of variable proportions and bring out the distinction between returns to scale.

20. Explain the features of oligopoly market. Explain why prices are sticky under oligopoly.

21. Explain the various methods of estimating elasticity of demand. Explain the factors determining the elasticity of demand.

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