

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2004 – 2005 & thereafter)

SUBJECT CODE: EC/AC/EB23

B. Com. DEGREE EXAMINATION, APRIL 2008
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 Lionel Robbin's definition of Economics.
2. What is Price Mechanism?
3. State the determinants of demand
4. Distinguish between durable and non-durable goods.
5. Define production possibility frontier.
6. What are the features of Monopolistic competition?
7. State any three methods available for forecasting demand for new products.
8. Define elasticity of supply
9. Define Marginal cost
10. What is break-even point?

SECTION – B

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

11. Distinguish between internal and external economies of scale.
12. Explain the relationship between AR and MR curves under imperfect competition
13. Bring out the factors influencing the elasticity of demand.
14. Explain the role of price mechanism in a capitalistic economy.
15. Explain the features of oligopoly market.
16. Discuss any three methods of pricing.
17. Explain the concept of contribution margin

SECTION – C

**ANSWER ANY TWO QUESTIONS. EACH ANSWER NOT TO EXCEED
1200 WORDS. (2 X 20 = 40)**

18. Explain the law of returns to scale with the help of isoquants and distinguish it from Law of variable production.
19. What is price elasticity of demand? Explain the methods of estimating price elasticity of demand and also state its importance.
20. Bring out the essential features of Monopoly. Explain how price and output is determined in the Monopoly Market and also state the evils of Monopoly.
21. Define Demand forecasting and explain various techniques of forecasting demand.

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