

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2008 – 2009 & thereafter)

SUBJECT CODE: EC/AC/EB24

B. Com. DEGREE EXAMINATION, APRIL 2009
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 demand.
2. What are ISOQUANTS?
3. Define Marginal Revenue.
4. Define elasticity of supply.
5. What is selling cost?
6. Define BEP.
7. State the determinants of demand.
8. Define production possibility frontier.
9. What is mark up pricing?
10. Define MRTS.

SECTION – B

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

11. Explain the features of a good forecasting.
12. Explain skimming and penetration pricing strategies

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	25 Kg.

14. Explain the relationship between AC and MC.

15. Bring out the difference between short run and long run production functions.

16. Explain the features of perfect competition.

17. State and explain the objectives of firms.

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 state the limitations of break-even analysis.

19. Explain the internal and external economies and diseconomies of large scale operation.

20. Define Price Discrimination. When is price discrimination possible and when is it profitable?

21. Explain the various methods of forecasting demand for a product.
