

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

FIRST SEMESTER – NOVEMBER 2019

UBC 1502 – BUSINESS ECONOMICS

Date: 01-11-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION –A (10 X 2=20 MARKS)

Answer all questions

1. Define Economics.
2. Brief a note on economic efficiency.
3. What is Price Elasticity of demand?
4. What is meant by demand forecasting?
5. Write the meaning of 'Safety Margin'.
6. Define cost-push inflation.
7. Explain Price Discrimination.
8. What do you mean by Product differentiation?
9. What does the consumer Price Index measure?
10. Explain Public Expenditure.

SECTION –B (4 X 10=40 MARKS)

Answer any 4 questions

11. Explain the nature and scope of business economics..
12. Enumerate the determinants of supply.
13. Describe the properties of Indifference curve?
14. How is price and output determined under monopolistic competition?
15. Explain the difference between GDP and GNP?
16. State the reasons for the importance of public expenditure in developing countries.
17. Discuss the classification of elasticity of demand.

SECTION-C (2 X 20=40MARKS)

Answer any 2 questions

18. Explain the roles and responsibilities of Business economist?
19. Discuss the Law of Equi- Marginal utility.
20. Describe the different phases of returns to scale.
21. Enumerate the features and types of oligopoly with example.
