

## **BCOM 1005/BBA 1005**

B.Com./B.B.A DEGREE EXAMINATION,  
JANUARY 2022.

First Year – Non Semester

Commerce/Business Administration

**BUSINESS ECONOMICS**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE out of Eight questions.

1. Explain the scope and subject matter of Business Economics.
2. Give a critical account of the law of diminishing marginal utility.
3. Explain the concept of Return to scale.
4. What are the short run and long run costs?
5. State the essential conditions of price discrimination.
6. Explain the importance of profit forecasting.

7. What are the problems in measuring India's national income?
8. State the features of a trade cycle.

PART B — (4 × 15 = 60 marks)

Answer any FOUR out of Six questions.

9. Discuss the goals of the firm other than profit maximization.
10. Enumerate the factors of Production.
11. Explain the equilibrium of a firm in the long run.
12. Describe the characteristics of an Oligopoly.
13. Discuss the difficulties in estimating National Income.
14. Explain the ways to solve the problems of Balance of Payments.