

BCOM 1005/BBA 1005

U.G. DEGREE EXAMINATION,
JUNE 2015.

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. Describe the nature and scope of economics.
2. Explain the concept of Elasticity of demand with illustration.
3. What is production function? What are the uses of production—function in decision-making?
4. Explain the relationship between marginal cost and average cost.
5. State the factors that influence the price of a commodity.
6. Distinguish between nominal wages and real wages.

7. What are the conceptual difficulties in the measurement of National Income?

8. Distinguish between balance of trade and balance of payments.

PART B — (4 × 15 = 60 marks)

Answer any FOUR out of Six questions.

9. Explain the uses of macro-economic analysis.
10. Enumerate the importance of the Law of diminishing marginal utility.
11. Discuss the various assumptions of production function.
12. Explain the significance of short-run and long-Run costs.
13. Explain and illustrate the differences between perfect competition and monopoly, regarding pricing and output.
14. Enumerate the factors which determine the National Income.