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III Semester B.Com./B.Com. Logistics Degree (CBCSS – OBE – Supplementary/Improvement) Examination, November 2025 (2019 to 2023 Admissions)

Complementary Elective Course 3C03 COM: BUSINESS ECONOMICS

Time: 3 Hours

Max. Marks: 40

## SECTION - A

# (Very Short Answer)

Answer any six questions from the following. Each question carries one mark.

- 1. State the welfare definition of Economics.
- 2. Compare durable goods and perishable goods.
- 3. Explain the term "Veblen effect".
- 4. Why demand estimation is important to business?
- 5. How to demographic factors influence demand estimation?
- 6. What is the law of diminishing return?
- 7. What does an isoquant represent?
- 8. What is the different concept of NI.

 $(6 \times 1 = 6)$ 

#### SECTION - B

### (Short Answer)

Answer any six questions. Each question carries three marks.

- 9. What are the salient features of managerial economics?
- 10. Explain the various method of demand forecasting.

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- 11. How will you determine optimum input combination? Explain.
- 12. What is production function? What are its assumptions?
- 13. Briefly explain different types of pricing policies.
- 14. Discuss the objectives of Demonetization and analyze its impact on the economy and society.
- 15. Explain law of demand, what are its assumptions?
- 16. Examine the measures of elasticity of demand.

 $(6 \times 3 = 18)$ 

SECTION - C (Long Essay)

Answer any two questions. Each question carries eight marks.

- 17. Define managerial economics and explain its nature and scope.
- 18. Discuss the concept of elasticity of demand, its significance in economic decision making.
- Examine the role of national income computation in evaluating the economic wellbeing of a country. (2x8=16)