K25U 3027

Reg. No. : ....

Name : ....

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. **(6×1=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.

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. **(6×3=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.

19. Examine the role of national income computation in evaluating the economic wellbeing of a country. **(2×8=16)**