



K22U 3582

Reg. No. : .....

Name : .....



**Third Semester B.Com. Degree (CBCSS – OBE – Regular/Supplementary/  
Improvement) Examination, November 2022  
(2019 Admission Onwards)  
Complementary Elective Course  
3C03 COM : BUSINESS ECONOMICS**

Time : 3 Hours

Max. Marks : 40

**PART – A**

Answer **any six** questions from the following. **Each** question carries **1** mark.

1. What is normative economics ?
2. What is cross elasticity ?
3. What is Delphi method ?
4. What is meant by economies of scale ?
5. What is isoquants ?
6. What do you mean by psychological pricing ?
7. What is differential pricing ?
8. What is demonitisation ?

**(6×1=6)**

**PART – B**

Answer **any six** questions from the following. **Each** question carries **3** marks.

9. What are the objectives of managerial economics ?
10. Discuss the relationship of managerial economics with other subjects.
11. What are the methods for forecasting demand for the new product ?
12. Explain the elasticity of demand.

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- 13. Explain the law of variable proportion.
- 14. Briefly explain different methods of pricing.
- 15. Explain GDP and its components.
- 16. Explain the monetary and fiscal policy. (6×3=18)

PART – C

Answer **any two** questions from the following. **Each** question carries **8** marks.

- 17. What is pricing policy ? What are the factors to be considered while making pricing decision ?
  - 18. Explain law of demand. What are its determinants and assumptions ?
  - 19. Explain law of return to scale. (2×8=16)
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