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**D.K.M.COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1**

**SEMESTER EXAMINATIONS**

**NOVEMBER - 2017 15CAEC3A ALLIED: BUSINESS ECONOMICS - I**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***Time : 3 Hrs Max.Marks : 75

SECTION-A (10 x 2 =20)

**Answer ALL the questions.**

1. Define Business Economics.
2. What is Decision making?
3. Define Law of demand.
4. What is Elasticity of Demand?
5. What is Demand Forecasting?
6. Write the Criteria of Good Forecasting Method.
7. What is Production Function?
8. What is Marginal Cost?
9. Define BEP.
10. Write the Limitation of BEP analysis.

SECTION-B (5 x 5 =25)

**Answer any FIVE of the following questions.**

1. What are the characteristics of Business Economics?
2. What are the objectives of the Business Firm?
3. Explain the Exceptional demand curve.
4. List out the factors influencing the elasticity of demand.
5. What are the methods of forecasting for a new product?
6. Bring out the difference between fixed cost and variable cost.
7. Explain the Law of variable proportions production function.

18. What are the usefulness of Break - Even Analysis?

SECTION-C (3 x 10 =30)

**Answer ALL the questions.**

1. (a) Explain the scope of Business Economics.

(Or)

(b) Explain the types of Price elasticity of demand.

1. (a) Describe the methods of demand forecasting.

(Or)

(b) Explain the law of Diminishing returns.

1. (a) Explain the internal economics of large scale production function.

(Or)

(b) Construct the Break - even chart. State its Applications.

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