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

**SEMESTER EXAMINATIONS**

**NOVEMBER - 2018 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 Firm?
3. Define Law of Demand.
4. What is Elasticity Demand?
5. What is Demand Forecasting?
6. What is Long-term Forecasting?
7. Give the meaning of Production Function.
8. What is Economies Scale?
9. What is break-even point?
10. State the Assumption of break-even point.

SECTION-B (5 x 5 =25)

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

1. What are the objectives of business firms?
2. Explain the difference between Economics and Business Economics.
3. Describe the Factors Influencing Demand.
4. What are the types of Elasticities of Demand?
5. Explain the law of variable proportion.
6. What are the features of good forecasting method?
7. Describe Cobb-Douglas production function.
8. What are the uses of Break-even analysis?

SECTION-C (3 x 10 =30)

**Answer ALL the questions.**

1. (a) Explain the scope and importance of business economics.

(Or)

(b) What is demand schedule? Explain the Individual demand and Market demand.

1. (a) Explain the different types of elasticity of demand.

(Or)

(b) What is demand forecasting? Explain in brief the various method of demand forecasting.

1. (a) What is law of variable proportions? Explain the assumption with three stages of the law.

(Or)

(b) Write the determination of Break – Even Point. Illustrate how you will find the BEP of a firm.

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