



K24U 3534

Reg. No. :

Name :

III Semester B.Com./B.Com. Logistics Degree (C.B.C.S.S.-O.B.E. –
Regular/Supplementary/Improvement) Examination, November 2024
(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. What are the major branches of micro economics ?
2. Explain Giffen Paradox.
3. Define Income elasticity of demand.
4. State any two exceptions to the law of demand.
5. What do you mean by Giffen goods ? Give two examples.
6. When does a firm adopt marginal cost pricing ?
7. What is black money and how it is related to Demonetization ?
8. What does Real GDP mean ?

(6×1=6)

SECTION – B
(Short Essay)

Answer **any six** questions. **Each** question carries **three** marks.

9. Explain how business economics is related to other disciplines.
10. Explain the fundamental concept of micro economics.
11. What do you mean by supply ? Discuss the various determinants of supply.

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12. What is cross elasticity of demand ? How would you measure such elasticity ?
13. Distinguish between isoquant and ISO-cost curves elasticity.
14. Discuss the advantages and disadvantages of large-scale production.
15. Explain the term :
 - a) BEP Pricing
 - b) Going rate pricing
 - c) Marginal cost pricing.
16. What are the difficulties involved in measurement of national income ? (6×3=18)

SECTION – C
(Long Essay)

Answer **any two** questions. Each question carries **eight** marks.

17. Compare and contrast monetary policy and fiscal policy. Discuss their objectives and impact on the economy.
18. Explain the law of returns to scale and analyze their impact on production costs and business growth.
19. Critically analyze the Kerala model of development, and discuss its effectiveness in achieving high human development indicators despite limited economic growth. (2×8=16)