



K21U 1934

Reg. No. :

Name :



III Semester B.Com. Degree CBCSS (OBE) Reg./Sup./Imp.
Examination, November 2021
(2019-2020 Admission)
COMPLEMENTARY ELECTIVE COURSE
3C03 COM : Business Economics

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **any six** questions from the following. Each questions carries **1** mark. (6×1=6)

1. What is the importance of macro economics ?
2. What are the major branches of micro economics ?
3. Write a note on "Isoquants".
4. When does a firm adopt 'Going rate pricing' policy ?
5. What do you mean by "Demonetization in India" ?
6. Distinguish between "Monetary Policy and Fiscal Policy".
7. What do you mean by cross elasticity ?
8. How is GDP deflator used to measure inflation ?

PART – B

Answer **any six** questions from the following. Each questions carries **3** marks. (6×3=18)

9. Explain different approaches to forecast the demand for new products.
10. How does the 'Law of returns to scale' explain the production function in the long-run ?

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11. What is 'Marginal cost' pricing ? How is it different from 'full cost' pricing ?
12. Write a note on 'Break-Even Point Pricing'.
13. Explain different pricing policies or strategies that can be adopted in the case of a 'totally innovative product'.
14. Briefly discuss the "Developmental issues of Indian Economy".
15. Write a note on "Kerala Model of Development".
16. Briefly discuss the difficulties connected with the estimation of National Income.

PART – C

Answer **any two** questions from the following. **Each** questions carries **8** marks. (2×8=16)

17. What is Managerial Economics ? Explain its nature and scope.
 18. What is Law of Demand ? Why demand curve slopes downward ?
 19. The benefits of large scale production arises both on account of internal and external causes. Discuss.
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