

ANNAI VIOLET ARTS AND SCIENCE COLLEGE
DEPARTMENT OF INFORMATION SYSTEM MANAGEMENT

CONTINUOUS INTERNAL ASSESSMENT – II (ODD SEM.)
SUBJECT : BUSINESS ECONOMICS

Class : I B.COM ISM

Max.Marks : 75

Date : 3.11.22

Sub. Code: BS31A

PART A (10 × 2 = 20 Marks)
Answer any TEN questions

1. Define Business Economics?
2. What do you mean by Normative Economics?
3. Write any two important points of Business Economics?
4. What do you mean by Demand in Business Economics?
5. What do you mean by Supply in Business Economics?
6. Define Consumer Behaviour?
7. What do you mean by law of diminishing utility?.
8. What do you mean by Demand forecasting?
9. What are the stages of Business life cycle?
10. What do you mean by indifference curve in Business Economics?
11. Define Opportunity cost?
12. Name the marginal concepts in Business economics?

PART B – (5 × 5 = 25 Marks)
Answer any FIVE questions

13. Write the scope and importance of Business economics? .
14. Explain the properties of indifference curve in Business Economics?
15. Explain the concepts of Business Economics?
16. Explain the three types of Elasticity of demand?
17. Briefly explain the factors influencing consumer behavior?
18. Describe some basic facts of law of diminishing marginal utility?
19. Write the merits and demerits of Inductive method of economic analysis?

PART C – (3 × 10 = 30 Marks)
Answer ANY THREE questions

20. Explain the methods of Economic Analysis?
21. Describe briefly Positive and Normative Economics?
22. Explain the Deductive and Inductive method of Economic Analysis?
23. Define law of diminishing marginal utility? What are the basic facts of law of diminishing marginal utility?
24. Explain Elasticity of Demand?