



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

BUSINESS ECONOMICS

COM/CME 1437/1521/1405/1519/ECO

Maximum Marks: 75

Duration: 3hours

Answer any FIVE of the following:

(5X15=75)

1. Define business economics. Explain the nature and scope of business economics.
2. Bring out the assumption of indifference curve analysis.
3. Why does the demand curve slope downwards ? Discuss.
4. Define cost. List out the types of cost in business.
5. What is pricing? Explain the pricing methods.
6. Explain the concepts and methods of measuring national income.
7. How does the procedure attain equilibrium under Isoquant analysis? Explain.