



# THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

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

## Backlog Arrear Examination, March 2021

CMC 1432/CIT 1408

BUSINESS ECONOMICS

Marks: 75

Time: 3 Hrs

Answer any FIVE of the following questions: (5 x 15 =75)

1. Explain the subject matter of business economics.
2. Discuss the various methods of demand forecasting.
3. Enumerate the usefulness of Break-even analysis to the management of the firm.
4. Briefly explain the factors of production.
5. Explain the law of Diminishing Marginal utility
6. Critically evaluate IC Analysis.
7. Explain how price is determined in monopolistic completion.