



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

BBA 2515

BUSINESS ECONOMICS

Duration: 3Hrs

Total Marks:75

SECTION - A

Answer any FIVE from the following

(5x15=75)

1. Explain the determinants of demand
2. Describe the different costs in economics.
3. Enlist the nature and scope of economics
4. Enumerate the factors affecting price elasticity of demand.
5. Explain the role of managerial economist
6. Describe the demand forecasting methods in economics
7. What is cost control? Explain its importance.
