

Roll No. ....

Exam Code : J-19

Subject Code—0973

**B. Com. (First Year) EXAMINATION**

(For Batch 2018 Onwards)

BUSINESS ECONOMICS

BCOM-103

*Time : 3 Hours*

*Maximum Marks : 70*

**Note :** Attempt *Five* questions in all, selecting *one* question from each Unit. Q. No. **1** is compulsory. Each question carries (14) marks.

**1.** Define the following terms :

- (a) Derived demand
- (b) Marginal revenue
- (c) Price elasticity
- (d) Price discrimination

- (e) Product homogeneity
- (f) Parity optimality
- (g) Long run average cost. **7×2=14**

### **Unit I**

- 2. How the various determinants of demand influence the demand curve ? Explain. **14**
- 3. What do you mean by the concept of indifference curve ? And explain the price, income and substitution effect through indifference curve. **14**

### **Unit II**

- 4. Elaborate the break-even analysis and explain why break-even analysis is important for decision making point of view. **14**
- 5. Explain the concepts of various costs of short and long run and concepts of revenue along with their importance in business decisions. **14**

### **Unit III**

- 6. How would you define the concept of oligopoly and explain at least one model of oligopoly ? **14**
- 7. Explain the characteristics of perfect competition, monopoly, monopolistic competition and oligopoly. **14**

### **Unit IV**

- 8. How the investment decisions are taken under risk and uncertainty ? Explain. **14**
- 9. Write detail notes on the following :
  - (a) Welfare economics general equilibrium
  - (b) Public investment decisions. **2×7=14**