K26FY1536 Pages: 2 Reg No:.....
Name:.....

Second Semester FYUGP Degree (Reg/Sup/Imp) Examination April 2026

KU2DSCCOM108 - BUSINESS ECONOMICS

2024 Admission onwards

Time : 2 hours Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. What are the factors of production? List and briefly explain each one.
2. What is meant by marginal product in production? How does it relate to the total product?
3. Distinguish between change in demand and shift in demand
4. What do you mean by Cross elasticity of demand? Give example.
5. Briefly explain the concept of change in supply?
6. Define Fiscal Policy and explain its objectives in managing the economy.
7. Define bank rate. What is the role of bank rate in regulating credit in the economy?
8. What are the distinctive features of the Kerala economy?

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Section B

Answer any 4 questions. Each carry 6 marks.

9. Discuss the importance of law of Diminishing marginal utility.
10. Explain individual and market demand curves. Explain how the market demand curve is derived from individual demand curves.
11. Describe the methods of measuring elasticity of demand
12. How is national income computed under income method? What factors to be considered for computing the national income under this method
13. portray the characteristics of Indian economy
14. Explain the major developmental issues of Indian economy.

Section C

Answer any 2 questions. Each carry 14 marks.

15. Evaluate the significance of marginal analysis in business decision-making. Critically assess how businesses use this tool to optimize their operations, pricing strategies, and resource allocation.

16. Evaluate the significance of understanding the scope of Business Economics for firms operating in a global economy.

17. Evaluate the concept of penetration pricing and skimming pricing. Discuss the advantages and disadvantages of each strategy

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