

2031
Bachelor of Commerce
First Semester
BCM-104: Business Economics – I

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section–A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – A

- I. Attempt any four of the following:-
- a) Explain the proportionality rule?
 - b) Factors determine elasticity of demand
 - c) Explain different revenue curves
 - d) Explain different cost curves
 - e) Different types of price discrimination under monopoly
 - f) Selling costs

(4x5)

Section – B

- II. Critically explain the principle of diminishing marginal utility? (15)
- III. Explain the properties of indifference curve? (15)
- IV. Explain consumer equilibrium with the help of indifference curve analysis? (15)
- V. Explain the factors determine elasticity of demand and also explain the importance of elasticity of demand? (15)

Section – C

- VI. Critically explain the law of diminishing marginal returns? (15)
- VII. Explain the role of time element in price determination? (15)
- VIII. Explain the price discrimination in monopoly? (15)
- IX. Explain price and output determination under monopolistic competition? (15)

x-x-x