

2408000602040005
EXAMINATION OCTOBER 2024 (ATKT EXAM)
BACHELOR OF COMMERCE (NEP & NON-NEP)
(SECOND SEMESTER)
MDC - BUSINESS ECONOMICS - LEVEL 4

[Time: As Per Schedule]

[Max. Marks: 50]

Instructions:

1. **Fill up strictly the following details on your answer book**
 - a. Name of the Examination: **BACHELOR OF COMMERCE (NEP & NON-NEP) (SECOND SEMESTER)**
 - b. Name of the Subject: **MDC - BUSINESS ECONOMICS - LEVEL 4**
 - c. Subject Code No: **2408000602040005**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.

Seat No:

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Student's Signature

Q.1 Answer the following questions in brief. (Any Five) 10

- (1) What is discounting?
- (2) Distinguish between demand for consumer goods and demand for products goods.
- (3) What is cross elasticity of demand?
- (4) Explain the meaning of demand forecasting.
- (5) Give the definition of supply.
- (6) Explain the difference between fixed costs and variable costs.
- (7) State the scope of business economics.

Q.2 Explain the complete enumeration method and sample survey method of consumers' survey for demand forecasting. 14

OR

- (a) Discuss the determinants of demand. 7
- (b) Explain the types of price elasticity of demand with the help of diagram. 7

Q.3 Explain the law of variable proportion, Illustrate this rule in terms of average production frontier production and production lines. 14

OR

- (a) Describe various types of demand. 7
- (b) Explain the criteria of a good demand forecasting method. 7

Q.4 Write a short note (any three out of five) 12

- (1) Types of income elasticity of demand.
- (2) The concept of opportunity cost.
- (3) The law of demand.
- (4) Advertising elasticity of demand.
- (5) Functions of a business economist.
