

**B.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

December, 2013

BFW-041 : BUSINESS ECONOMICS

Time : 3 hours

Maximum Marks : 70

*Note : Attempt **any seven** questions.*

*Each question carries **equal** marks.*

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1. Explain the main features of perfect competition. 10
 2. How is the demand of a commodity affected by changes in the price of related goods ? Explain with the help of diagram. 10
 3. Explain the production method of computing national income. 10
 4. Define "Money". Explain the 'store of value' function of money. 4+6
 5. Explain price elasticity of demand and its different types with suitable example. 10
 6. Define microeconomics and discuss its importance and limitations. 10

7. Define the concept of elasticity of demand. How is it measured ? **3+7**
8. Discuss the following : **5+5**
(a) Income elasticity of demand.
(b) Gross domestic product.
9. Distinguish between intermediate products and final products. **10**
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