

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

June, 2017

00087

BFW-041 : BUSINESS ECONOMICS

Time : 3 hours

Maximum Marks : 70

Note : *All questions carry equal marks. Attempt any **seven** questions from the following.*

1. Distinguish between micro and macro economics. 10

2. Yesterday the price of a toffee was ₹ 3 and Nidhi was willing to buy 10 of them. Today the price has gone up to ₹ 3.75 and Nidhi is now willing to buy 8 toffees. Is Nidhi's demand for toffees elastic or inelastic ? What is Nidhi's elasticity of demand ? Is she sensitive or insensitive towards that toffee ? Give reasons. 10

3. What do you understand by advertising elasticity of sales ? Explain the important determinants of advertising elasticity. 10

4. Give the main features of monopolistic competition with the help of suitable example. 10
 5. Explain the various methods of measuring national income. 10
 6. Describe in brief the determinants of the demand function of a firm for the commodity it sells. 10
 7. Explain price and output determination under perfect competition in the short run and the long run. 10
 8. Write short notes on the following : 10
 - (a) Law of Diminishing Marginal Utility
 - (b) Law of Variable Proportions
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