

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)**

**Term-End Examination**

**June, 2015**

**00164**

**BFW-041 : BUSINESS ECONOMICS**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** Answer any *seven* questions. All questions carry equal marks.

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1. Distinguish between micro and macro economics. 10
2. Discuss the factors affecting the demand for footwear industries. 10
3. What is income elasticity of demand ? How do we measure it ? 10
4. State and explain the law of diminishing returns and point out clearly the condition under which it applies and its importance. 10
5. Discuss the various types of costs with the help of graphical presentation. 10
6. Discuss the process of price determination under monopolistic competition. 10

7. What do you mean by the law of demand ?  
Explain its various limitations. 10
8. Explain the terms opportunity cost, marginal cost, marginal revenue and utility with the help of examples. 10
9. Discuss the various factors affecting price elasticity of demand. 10
10. Write short notes on the following : 2×5=10
- (a) Demand Forecasting
  - (b) Elasticity of Demand
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