

**SHREE NARAYANA COLLEGE OF COMMERCE
AHMEDABAD**

Name of the Department: ECONOMICS

Subject: BUSINESS ECONOMICS

Subject code: PG-C-AAT-415

Class & Semester: M.COM. SEMESTER 1

**Faculty Name: Dr. JIGNESH KAUANGAL & Dr. ASHUTOSH
PANDEY**

ASSIGNMENT (2026 – 2027)

UNIT 1

- 1) Discuss the nature & scope of business economics.
- 2) Explain the basic objectives of a firm.
- 3) Describe the working of the price mechanism in an economy.
- 4) Explain the circular flow of income-expenditure with figures.
- 5) Explain the basic problems of the Indian Economy

UNIT 2

- 1) Explain the law of demand through indifference curves.
- 2) Explain the law of demand based on diminishing marginal utility.
- 3) Explain the law of variable proportions with a schedule and figures.
- 4) What is an indifference curve? Explain the different characteristics of an indifference curve.
- 5) Discuss the theory of short-run and long-run cost curves.

UNIT 3

- 1) What is price discrimination? When is it possible and profitable?
- 2) Explain price determination in a monopolistic competitive market.
- 3) Explain commodity price determination under perfect competition market with a figure.
- 4) Explain the concept of the price leadership model in oligopoly and describe the types of price leadership.

UNIT 4

- 1) Explain the concept of pricing strategies. What are the factors affecting it?
- 2) Explain the entry penetration pricing policy.
- 3) Explain in detail price skimming.
- 4) Explain in detail multiple product pricing.
- 5) Explain the full cost (Mark-up) pricing.
