

**(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2022 ONLY)**

22UBM2A2

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : MAY-2023
COURSE NAME: B.B.A
SEMESTER: II**

**MAXIMUM MARKS: 50
TIME : 3 HOURS**

**PART - III
BUSINESS ECONOMICS**

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS. (K1)

1. In economics the central problem is _____.
a) Money b) Scarcity c) Allocation d) Production.
2. Income Elasticity established relation between Income and _____.
a) Price b) Supply c) Quantity Demanded d) Income
3. In which stage of production would a rational producer like to operate _____.
a) Stage I – MP is maximum b) Stage II - both MP and AP are decreasing but positive
c) Stage III - MP is negative d) Either stage II or III
4. Perfect competition is a market situation where we have _____.
a) A single seller b) Two sellers c) Large number of sellers d) Few sellers
5. Oligopoly refers to _____.
a) Many Sellers, Few Buyers b) Many Sellers, Many Buyers
c) Few Sellers, Many buyers d) Few Sellers, Few Buyers

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES (K2)

6. What is Business Economics?
7. What do you mean by demand?
8. What is production function?
9. What is Monopoly?
10. What is inflation?

SECTION – B (5 X 3 = 15 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. K3

11. a) Describe the nature of business economics.
(OR)
b) Discuss the characteristics of modern business.
12. a) Why the demand curve slopes downwards?
(OR)
b) Discuss the importance of demand forecasting.

(CONTD.....2)

13.a) Discuss the features of production function.
(OR)
b) Describe the assumptions of law of variable proportion.

14. a) State the features of perfect competition.
(OR)
b) Discuss the features of monopoly.

15. a) Distinguish fiscal policy from monetary policy.
(OR)
b) State the consequences of deflation.

SECTION – C**(5 X 5 = 25 MARKS)**

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K4 (Or) K5)

16. a) Explain the scope of Business Economics.
(OR)
b) Enumerate the objectives of Business Firms.

17. a) Examine the determinants of demand.
(OR)
b) Elucidate the types of elasticity of demand.

18. a) Examine the three stages of the law of variable proportion.
(OR)
b) Explain the types of Economies of scale.

19.a) Enumerate the kinds of monopoly.
(OR)
b) What is price discrimination? When the price discrimination is possible?

20. a) Examine the causes of Inflation.
(OR)
b) Explain the kinds of oligopoly.
