

**(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2021 ONLY)**

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21 UIB 4A4

REG.No.

**NGM COLLEGE (AUTONOMOUS) : POLLACHI
END – OF – SEMESTER EXAMINATIONS : MAY- 2023**

**B.COM-IB
IV SEMESTER**

**MAXIMUM MARKS: 70
TIME: 3 HOURS**

ECONOMIC ANALYSIS

SECTION – A (10 X 1=10)

ANSWER THE FOLLOWING QUESTIONS:

1. In economics, desire backed by purchasing power is known as _____
(a) Utility (b) Demand (c) Consumption (d) Scarcity
2. _____ is the base of marketing planning
(a) Demand Estimation (b) Demand analysis
(c) Demand function (d) Demand forecasting
3. Law of demand shows the functional relationship between _____ and quantity demanded
(a) Supply (b) Cost (c) Price (d) Requirements
4. The market with a single producer' is _____
(a) Perfect competition (b) monopolistic competition
(c) oligopoly (d) monopoly
5. Price discrimination occurs when variation in prices for a product in different markets does not reflect variation?
(a) Costs (b) Price (c) Demand (d) Elasticity

SHORT ANSWER

6. What is Adam Smith's view on economics?
7. Give the assumptions of law of demand.
8. Define optimum firm.
9. What is composite supply?
10. Explain the term profit as a factor payment.

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(2) (21 UIB 4A4)

SECTION – B (5 X 4 =20)

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

11. (a) Explain the law of diminishing marginal utility with an example.

(OR)

(b) Describe the importance of law of equal-marginal utility.

12. (a) What are the factors that determine price elasticity of demand?

(OR)

(b) Describe the demand function briefly with an example.

13. (a) Classify the economies of large scale of production.

(OR)

(b) Explain the types of production briefly.

14. (a) Distinguish between perfect competition and pure competition.

(OR)

(b) Define Dumping. Describe its reasons.

15. (a) Explain the advantages of marginal cost pricing.

(OR)

(b) Describe the methods of profit planning.

SECTION – C (4 X 10 = 40)

ANSWER ANY FOUR OUT OF SIX QUESTIONS. Question No.16 is compulsory.

16. Compulsory:

“The demand curve generally slopes down from left to right”. Validate the statement.

17. Describe briefly various theories involved in profit maximization.

18. Describe methods of measuring price elasticity of demand.

19. Explain the methods explaining the optimum combination factor.

20. Enumerate monopoly price determination.

21. Explain and analyze the concept of pricing for a Rate of Return with illustration.
