

(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2023 ONLY)

23UCC1A1

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**  
**END-OF-SEMESTER EXAMINATIONS: NOVEMBER-2023**  
**COURSE NAME: B. Com.- C.A** **MAXIMUM MARKS: 75**  
**SEMESTER: I** **TIME : 3 HOURS**

**PART - III**  
**BUSINESS ECONOMICS**

**SECTION – A**

**(10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**K1**

1. Business economics is a science which deals with the application ----- in business practices.  
(a) Economic Theory (b) Profit Theory  
(c) Product Theory (d) Process Theory
2. Demand curve slopes -----  
(a) Right to Left Upwards (b) Left to Right Downwards  
(c) Left to Right Upwards (d) Right to Left Downwards
3. In case of perfectly inelastic supply the supply curve will be \_\_\_\_\_.  
(a) Raising (b) Vertical  
(c) Horizontal (d) Falling
4. In the short run, when the output of a firm increases, its average fixed cost will \_\_\_\_\_.  
(a) Increase (b) Remains constant  
(c) Decrease (d) none of these
5. Market which have few firms are known as \_\_\_\_\_,  
(a) Duopoly (b) Monopoly  
(c) Oligopsony (d) Oligopoly

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.**

**(K2)**

6. Mention the formula for Economic profit.
7. List out the types of demand forecasting.
8. What is Consumer surplus?
9. State any two features of Land.
10. Define Monopoly.

**SECTION – B**

**(5 X 5 = 25 MARKS)**

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

**(K3)**

11. a) Give a comparison between Business Economics and Economics.

**(OR)**

- b) Interpret the incremental concept in detail.

**(CONTD....2)**

12. a) Describe Law of Demand with suitable examples.  
(OR)  
b) Bring out features of good forecasting method.
13. a) Sketch the uses of Consumer Surplus.  
(OR)  
b) Examine the assumptions of Indifference Curve analysis.
14. a) Discover the special features of production function.  
(OR)  
b) Compare the relationship between Average cost and Marginal cost.
15. a) Explain the features of Market.  
(OR)  
b) Discuss the special features of Oligopoly.

**SECTION – C****(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K4 (Or) K5)**

16. a) Analyze the Scope of Business economics.  
(OR)  
b) Justify role of Business Economist in business decision.
17. a) Determine the factors influencing the demand for a commodity.  
(OR)  
b) Evaluate the various types of price elasticity of demand.
18. a) Summarize the determinants of elasticity of supply.  
(OR)  
b) Discuss various properties of Indifference Curve.
19. a) Examine the Law of Variable Proportions.  
(OR)  
b) Outline the various concepts of cost.
20. a) How price and outputs are determined under monopolistic competition interpret your results?  
(OR)  
b) Discuss various classification of market.

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