

(FOR THE CANDIDATES ADMITTED

22UBP3A3

DURING THE ACADEMIC YEAR 2022 ONLY)

REG.NO.

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2023

B.Com BPS

MAXIMUM MARKS: 50

SEMESTER-III

TIME : 3 HOURS

PART - III

22UBP3A3 - BUSINESS ECONOMICS

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS. (K1)

1. Macro Economics as a separate branch came to be studied after the contributions of which economist?

- a) Adam Smith
- b) John Maynard Keynes
- c) F. Hayek
- d) Samuelson 2.

2. The law of demand indicates the relationship between the price of _____ and the quantity demand in the market

- a) Commodity
- b) Supply
- c) Quality
- d) Market

3. Economic cost includes explicit cost and

- a) Implicit cost
- b) Social cost
- c) Fixed cost
- d) Money cost

4. Under perfect competition, the demand curve is _____

- a) Upward Sloping
- b) Horizontal
- c) Downward Sloping
- d) Vertical

5. _____ pricing method is adopted by wholesalers and retailers in establishing a sale price

- a) Sealed Bid Pricing
- b) Mark-Up Pricing
- c) Expected Pricing
- d) Administered Pricing

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

- 6. Explain Business Economics
- 7. Define Elasticity of demand
- 8. Extend Return to Scale
- 9. Explain Monopolistic competition
- 10. Define Monetary Policy

SECTION – B

(5 X 3 = 15 MARKS)

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

11. a) List the scope of Economics

(OR)

b) Describe fundamental reasons for the economic problems

12. a) Show the Law of Demand with examples

(OR)

b) Interpret on various types of Demand

(CONT...2)

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13. a) Examine the Total Cost and Marginal cost

(OR)

b) Describe two cost control techniques

14. a) Sketch the features of perfect competition

(OR)

b) Examine the features of Monopolistic Competition

15. a) Find the factors determining National Income

(OR)

b) Describe types of inflation.

SECTION – C

(5 X 5 = 25 MARKS)

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

(K4 (Or) K5)

16. a) Construct Economic concepts applied in Business Economics

(OR)

b) Examine the role of Business economist

17. a) Interpret various factors influencing elasticity of demand.

(OR)

b) Classify the price elasticity of demand

18. a) Point out various classification of cost

(OR)

b) Out line cost-output relationship

19. a) Discuss price determination under perfect competition

(OR)

b) Compare the Types of Price Leadership

20. a) Discuss Gross National Product, Net National Product, National Income, Personal Income and Disposable personal income.

(OR)

b) Summarize the Effects of Inflation.

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