

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

REG.NO.

23UBP1A1

N.G.M. COLLEGE (AUTONOMOUS): POLLACHI
END-OF-SEMESTER EXAMINATIONS: NOVEMBER 2023

Bcom.BPS

MAXIMUM MARKS: 75

SEMESTER: I

TIME: 3 HOURS

PART - III

23UBP1A1 - BUSINESS ECONOMICS

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS. (K1)

1. Managerial Economics is _____
 - A. Dealing only micro aspects
 - B. Only a normative science
 - C. Deals with practical aspects
 - D. All of the above
2. In the case of perfect elasticity, the demand curve is _____
 - A. Vertical
 - B. Horizontal
 - C. Flat
 - D. Steep
3. The relationship between price and quantity demanded is _____
 - A. Direct
 - B. Inverse
 - C. Linear
 - D. Non-linear
4. The market with a single producer _____
 - A. Perfect competition
 - B. Monopolistic competition
 - C. Oligopoly
 - D. Monopoly
5. Which of the following is a method to measure the National Income?
 - A. Expenditure method
 - B. Income method
 - C. Product method
 - D. All of the above

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

6. What is macro economic?
7. Tell price elasticity of demand?
8. Define cost.
9. Recall perfect competition?
10. Expand the term GDP?

(CONTD 2)

SECTION – B**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K3)**

11. a) Distinguish Micro and Macro Economics.
(OR)

b) Explain the scope of Business Economics.

12. a) Examine the exceptions to Law of Demand.
(OR)

b) List the methods of measuring Elasticity of Demand.

13. a) Write a short note on production function.
(OR)

b) List the methods of demand forecasting.

14. a) Describe the features of perfect competition.
(OR)

b) Assess the characteristics of Oligopoly.

15. a) Describe the difficulties of computation of National Income.
(OR)

b) Examine the Instruments of monetary policy.

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

16. a) Examine the economic concepts applied in Business Economics.
(OR)

b) Evaluate the role and responsibilities of a Business Economist.

17. a) Discuss the factors influencing the elasticity of demand.
(OR)

b) Analyze the measurement of consumer surplus in detail.

18. a) Discuss in detail the types of cost.
(OR)

b) State in detail the Law of Variable Proportions.

19. a) Briefly explain the classification of markets.
(OR)

b) Analyze the differences between perfect competition and monopoly.

20. a) Summarise the causes of Inequalities of National Income.
(OR)

b) Discuss the effects of Inflation.