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

END-OF-SEMESTER EXAMINATIONS : NOVEMBER -2023

B.Com. - E- COMMERCE   **MAXIMUM MARKS: 75**

SEMESTER -I   **TIME : 3 HOURS**

PART - III
BUSNESS ECONOMICS
SECTION – A   (10 X 1 = 10 MARKS)
ANSWER THE FOLLOWING QUESTIONS.   **(K1)**

1.   In economics desire based by purchasing power is known as……….

    a) Utility   b) Demand   c) Consumption   d) Scarcity.

2.   Demand is a function of

    a) Price   b) Firm   c) Product   d) Cost.

3.   Short run production function is called.

    a) Return to scale   b) Law of variable proportion

    c) Protection possibility proportion.   d) Constant return to scale

4..   The demand curve faced by a monopolistically competitive firm is.

    a) Elastic   b) Unit elastic   c) Perfect elastic   d) Inelastic

5.   Whatever_____ is greater than average total cost is rising

    a) Marginal cost   b) Variable cost   c) Fixed cost   d) Opportunity cost.

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

6.   What is Economics?

7.   Who is called the Father of Economics?

8.   What is Production Function?

9.   What is market?

10.   Define Indifference curve

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

11.   a)   Explain the concepts of Business Economics.

(OR)

    b)   Distinguish between Microeconomics and Macroeconomics

ETHICAL PAPER

12. a) List out the Determination of demand

(OR)

b) Illustrate the Indifference curve analyse.

13. a) What are the Cost concepts?

(OR)

b) Briefly explain the Factors of production

14. a). Illustrate the Price and Out Determination under Perfect Competition

(OR)

b) Explain the Price-Output Determination under Monopoly Competition.

15. a) What are objective of pricing policy?

(OR)

b) Explain the concept of National Income..

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

16. a) Discuss the nature and scope of Business Economics.

(OR)

b) Formulate the role and responsibility of Business Economics.

17. a) Illustrate and explain the Elasticity of Demand

(OR)

b) List out the Methods of Demand Forecasting.

18. a) Explain the Law of Variable proportions

(OR)

b) Illustrate and explain the Law of Return to Scale.

19. a) Explain the Price and Output determination under oligopoly competition.

(OR)

b) Differentiate between perfect competition and monopoly

20. a) Explain the Pricing policy method

(OR)

b) Calculate the Evaluation and techniques of National Income

****

ETHICAL PAPER