

**(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 20 23 )**

**SUB CODE** 23UCF2A1

**REG.NO. :**

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI  
END-OF-SEMESTER EXAMINATIONS: MAY-2024**

**B.COM FINANCE**

**MAXIMUM MARKS: 75**

**SEMESTER II**

**TIME: 3 HOURS**

**PART - III  
BUSINESS ECONOMICS**

**SECTION – A**

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

**ANSWER THE FOLLOWING QUESTIONS.(K1)**

1. The most fundamental economic problem is \_\_\_\_\_  
(a) Security            (b) Wealth            (c) Health            (d) Scarcity
2. A desire backed by ability to pay and willingness to pay for a commodity is called \_\_\_\_\_  
(a) Supply            (b) Purchasing power            (c) Perfect desire            (d) Demand
3. The law which studies the direct relationship between price and quantity supplied of a commodity is \_\_\_\_\_.  
(a) Law of demand    (b) Law of variable proportion    (c) Law of Supply    (d) None of above
4. In which stage of production would a rational producer like to operate \_\_\_\_  
(a) I Stage – MP is maximum            (b) II stage–Both MP&AP are decreasing but positive  
(c) III stage – MP is negative            (d) Either stage II or III
5. A new firm can easily enter a/an\_\_\_\_\_ market.  
(a) Oligopoly            (b) Monopoly            (c) Perfectly competitive            (d) Duopoly

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

**(K2)**

6. What is normative economics?
7. What is demand?
8. Mention any two factors influencing in supply.
9. Define law of return to scale
10. State the two intermediary market structures.

**(COND..2)**

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

11. a) Identify the difference between micro and macro economics.  
(OR)  
b) Construct the role of a business economist.
12. a) Apply the cross elasticity of demand and give its measurement.  
(OR)  
b) Build Delphi method and its process.
13. a) Identify the supply schedule and curve.  
(OR)  
b) Apply the producer's equilibrium
14. a) Utilize the concept of Revenue  
(OR)  
b) Apply the ISO-Quant analysis
15. a) Make use of the classification of the market structure.  
(OR)  
b) Develop the price and output determination in the long run under monopoly.

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

16. a) Categorize the major three economic systems  
(OR)  
b) Evaluate the responsibilities of a business economist.
17. a) Explain the price elasticity of demand.  
(OR)  
b) Analyze the reason behind why the demand curve slopes downwards
18. a) Determine the law of supply.  
(OR)  
b) Examine the Properties of Indifference Curves.
19. a) Classify the various methods of Cost.  
(OR)  
b) Measure the various factors of production.
20. a) Assess the price determination under perfect competition.  
(OR)  
b) Analyze Monopolistic Competition and its feature.

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