

**(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2024 ONLY)**

**24UCC1A1**

**REG.NO. :** \_\_\_\_\_

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

**END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2024**

**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. Profit Maximisation goal is suitable for ----- and ----- markets
  - a. Monopolistic and Oligopoly
  - b. Monopolistic and Duopoly
  - c. Monopoly and perfect competition
  - d. Monopsony and Duopsony
2. Law of demand does not include \_\_\_\_\_
  - a. Price of commodity is an independent variable.
  - b. Quantity demanded is a dependent variable.
  - c. Reciprocal relationship is found between price and quantity demanded.
  - d. cost of product
3. The supply of a product does not depend on \_\_\_\_\_.
  - a. labor costs
  - b. the number of sellers in the market
  - c. consumers tastes
  - d. existing technology
4. Marginal cost is defined as \_\_\_\_\_
  - a. Change in total cost due change in output
  - b. Total cost divided by output
  - c. Change in output due to a one unit change in an input
  - d. Total product divided by the quantity of input
5. In case of oligopoly, number of firms is
  - a. larger
  - b. Infinite
  - c. One
  - d. Few

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

6. List any two nature of business economics
7. Give the meaning of law of demand
8. State the meaning of indifference curve
9. What is meant by marginal cost?
10. Point out the any two characteristics of monopoly

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

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

11. a) State the characteristics of Business Economics.  
**(OR)**  
 b) Sketch the objectives of Business Economics.

12.a) What are the determinants of price elasticity of demand?  
**(OR)**  
 b) Enumerate the types of law of demand.

13.a) Classify the types of indifference curve .  
**(OR)**  
 b) What is consumer's surplus, and how is it measured?

14.a) Explain the limitations of the law of diminishing returns.  
**(OR)**  
 b) Distinguish between increasing and diminishing returns to scale.

15.a) Examine the characteristics of Oligopoly.  
**(OR)**  
 b) Classify the types of Price Discrimination.

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

16. a) Differentiate between Economics and Business Economics.  
**(OR)**  
 b) Identify the role and responsibilities of business economist.

17.a) Classify the types of elasticity of demand.  
**(OR)**  
 b) Explain the various methods of demand forecasting.

18. a) Describe the properties of indifference curve with diagram.  
**(OR)**  
 b) Explain the factors determinants of supply.

19.a) What is meant by Economies of scale? How do they explain increasing returns to scale?  
**(OR)**  
 b) Describe the relationship between Marginal Cost and Average Cost.

20.a) Classify the different types of market structure.  
**(OR)**  
 b) Differentiate between Perfect Competition and Monopoly.