

(FOR THE CANDIDATES ADMITTED

24UCF2A1

DURING THE ACADEMIC YEAR 2024 ONLY)

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS : APRIL 2025

B.COM FINANCE

MAXIMUM MARKS: 75

SEMESTER: II

TIME : 3 HOURS

PART - III

24UCF2A1 – BUSINESS ECONOMICS

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.(K1)

1. Which branch of economics studies the economy as a whole?
a) Microeconomics b) Macroeconomics
c) Business economics d) Managerial economics
2. A product with perfectly inelastic demand has an elasticity value of:
a) 1 b) 0 c) Greater than 1 d) Infinite
3. Indifference curves represent:
a) Equal levels of satisfaction for the consumer
b) Equal costs of production
c) Equal market prices of products
d) Equal levels of supply and demand
4. Fixed cost is:
a) Constant regardless of output b) Varies with output
c) Zero at zero output d) Equal to variable cost
5. The key feature of monopolistic competition is:
a) Identical products b) Differentiated products
c) One seller d) No entry or exit

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. What is meant by business economics?
7. State the meaning of elasticity of demand.
8. Explain the term Marginal Rate of Substitution (MRS)
9. What is the law of variable proportions?
10. Define oligopoly

SECTION – B

(5 X 5 = 25 MARKS)

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

11. a) Determine the significance of business economics.
(OR)
b) Sketch the difference between microeconomics and macroeconomics.
12. a) List out the exceptions to law of demand.
(OR)
b) Explain about demand distinctions.
13. a) Examine the characteristics of indifference curves and their implications.
(OR)

b) Outline the concept of elasticity of supply and its significance for decision-making.

14. a) Derive the key features of a production function.

(OR)

b) Explain the concept of isoquants

15. (a) Elucidate the concept of monopoly and its impact on consumers.

(OR)

(b) How does a duopoly determine prices and output?

SECTION – C

(5 X 8 = 40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K4/ K5)

16. a) Discuss the objectives and scope of business economics in detail.

(OR)

b) Assess the role and responsibilities of a business economist.

17. a) Analyze the factors determining demand of a product.

(OR)

b) Categorize the various types of demand forecasting.

18. a) Explain the law of supply in detail, including the causes of shifts in the supply curve and elasticity of supply.

(OR)

b) What is the budget line, and how does it interact with indifference curves to determine consumer equilibrium? Use a diagram for explanation.

19. a) Explain the cost-output relationship in detail, including its implications for managerial decisions.

(OR)

b) Compare and contrast the law of variable proportions and returns to scale.

20. a) How is price determined under perfect competition in the short run and long run?

(OR)

b) Explain the characteristics of monopolistic competition and its impact on price and output determination.

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