

(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2025 ONLY)

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REG.NO.:

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2025
B.Com-BANKING AND INSURANCE **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. The relationship between price and demand is _____.
(a) Direct (b) Positive (c) Negative (d) None of these
2. In case of perfectly inelastic supply the supply curve will be _____.
(a) Rising (b) Vertical (c) Horizontal (d) Falling
3. Production refers to _____.
(a) Destruction of utility (b) Creation of utility (c) Exchange value (d) None of the above
4. Few sellers is the feature of _____.
(a) Monopoly (b) Oligopoly (c) Perfect competition (d) Monopolistic competition
5. The average income of the people of a country in a particular year is _____.
(a) Net national product (b) National income (c) Per capita income (d) Personal income

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

K2

6. What is demand?
7. Define budget line.
8. Explain producer equilibrium.
9. Define oligopoly.
10. Define GDP.

SECTION – B

(5 X 5 = 25 MARKS)

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

K3

11. a) Distinguish between Micro Economics and Macro Economics ?

(OR)

- b) Explain the different types of Income elasticity of demand.

12. a) Define indifference curve and explain its characteristics.

(OR)

- b) Explain the factors determining law of supply.

13. a) Explain Cobb Douglas production function.

(OR)

- b) Briefly explain the types of isoquants.

(CONTD.....2)

- 14.a) Explain the classification of Markets.
(OR)
b) Explain the features of oligopoly.
- 15.a) Describe the various methods to measure National Income.
(OR)
b) What is balance of payment? Explain its types.

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

16. a) Explain in detail the various types of elasticity of demand.
(OR)
b) Describe the scope of Business Economics.
17. a) Explain in detail the law of diminishing marginal utility.
(OR)
b) What are the factors affecting law of supply?
18. a) How do you get Economies of scale? Explain the different types of Economies of scale.
(OR)
b) Define Producer equilibrium and explain its concepts.
19. a) Elucidate the meaning of price discrimination. Explain its different types.
(OR)
b) Point out differences between monopolistic competition and imperfect competition?
- 20.a) What are the problems in measuring national income? Explain.
(OR)
b) Explain the factors that can contribute to a balance of payment deficit.

ETHICAL PAPER