

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

25UBM2AI

REG.NO. :

**B.B.A**  
**SEMESTER: II**

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**  
**END-OF-SEMESTER EXAMINATIONS :April-2026**

**MAXIMUM MARKS: 75**  
**TIME : 3 HOURS**

**PART – III**

**BUSINESS ECONOMICS**

**SECTION – A (10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**K1**

1. Match the objective of a business firm is: \_\_\_\_\_.
  - a) Profit maximization
  - b) Employee satisfaction only
  - c) Ignoring market competition
  - d) Short-term sales without planning
2. Which is NOT a determinant of demand?
  - a) Consumer income
  - b) Price of substitutes
  - c) Quantity supplied
  - d) Preferences Product
3. Production function shows relationship between: \_\_\_\_\_.
  - a) Inputs and output
  - b) Costs and revenue
  - c) Demand and supply
  - d) Price and Quantity
4. In perfect competition, firms are: \_\_\_\_\_.
  - a) Price makers
  - b) Price takers
  - c) Always in profit
  - d) Regulated by government
5. GDP measures: \_\_\_\_\_,
  - a) Total consumer spending only
  - b) Value of final goods and services produced in an economy
  - c) Government revenue
  - d) Inflation rate directly

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

**K2**

6. Explain the meaning of Business Economics.
7. Infer the meaning of demand.
8. Relate to scale apply in which period?.
9. Explain AR equal to in perfect competition?
10. Sketch the monopolistic Competition.

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

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

11. a) Examine briefly the objective of business firms.

**(OR)**

b) Explain the scope of Business Economics.

12.a) Sketch the exceptional cases in demand.

**(OR)**

b) Describe the demand distinction.

13.a) Describe the uses of production Function.

**(OR)**

b) Explain the stages in the law of variable production.

14.a) List the conditions for price discrimination.

**(OR)**

b) Narrate the various types of discriminating Monopoly.

15.a) List the brief descriptions of feature of oligopoly

**(OR)**

b) Describe the kinked demand curve.

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

16. a) Discuss the characteristics of modern business.

**(OR)**

b) Enumerate the social responsibilities of business Economics.

17.a) Point out the factors influencing demand for commodity.

**(OR)**

b) What is demand forecasting? Discuss its importance for business.

18. a) Elaborate the factors of production.

**(OR)**

b) Analyze the advantages and limitations of break-even analysis.

19.a) Examine the role of time element in determination under perfect competition.

**(OR)**

b) Summarize the Monopoly power.

20.a) Illustrate the group equilibrium under monopolistic competition.

**(OR)**

b) What is the demonstration effect? Explain its relation to GDP measurement inflation.

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