

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

25UCF2A1

REG.NO. :

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

MULTIPLE CHOICE QUESTIONS.

(K1)

1. Who is the father of Economics?
a) Alfred Marshall b) Adam Smith c) Robbins d) Samuelson
2. The relationship between price and demand is _____.
a) Direct b) Positive c) Negative d) None of these.
3. Indifference curve approach was given by _____.
a) Alfred Marshall b) Adam Smith c) Hicks and R.G d) Allen D.J.M.Keynes
4. A Firm's profitability depends much on its _____ of production.
a) Price b) Charge c) Cost d) All the above
5. In perfect competition a firm increases profit when _____ Exceeds _____.
a) TC, TR b) MC, MR c) AR, CAC d) TR, TFC

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define Economics
7. What is Income elasticity of demand?
8. Define Law of supply.
9. Write short notes on Cost and Revenue.
10. Define Monopoly.

SECTION – B

(5 X 5 = 25 MARKS)

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

(K3)

11. a) Discover the Objectives of managerial economics.

(OR)

- b) Compare Micro and Macroeconomics .

- 12.a) Show the Determinants of demand

(OR)

- b) Write short notes on Demand Distinctions

- 13.a) Explain the characteristics of indifference curve.

(OR)

- b) Sketch the various causes of law of supply.

(CONTD.....2)

14.a) Analyse the law of variable proportion.
(OR)

b) Describe the Law of return to scale.

15.a) Identify the perfect and imperfect competition
(OR)

b) Point out the various kinds of monopoly.

SECTION – C

(5 X 8 = 40 MARKS)

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

16. a) Discuss the scope of Business Economics
(OR)

b) Summarize the role of managerial economics.

17.a) Analyse the various types of price elastic of demand.
(OR)

b) Classify the types of demand forecasting.

18. a) Discuss the types of elasticity of supply.
(OR)

b) Analyze the consumer equilibrium.

19. a) Explain the various Cost curves in the output relationship
(OR)

b) Analyse Cobb Douglas production function.

20. a) Analyse the features of oligopoly..
(OR)

b) Compare Public Company and Private Company.

ETHICAL PAPER