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(FOR THE CANDIDATES ADMITTED DURING THE ACADEMIC YEAR 2025-2026 ONLY)

SUBJECT CODE: 25UCO1A1

REG.NO.:

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

END-OF-SEMESTER EXAMINATIONS : NOVEMBER – 2025

B.Com. (Aided & S.F) **MAXIMUM MARKS: 75**

SEMESTER : I **TIME : 3 HOURS**

PART – III

BUSINESS ECONOMICS

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS. **(K1)**

1. In which one of the branch of Business Economics?
   a) Physics b) Sociology
   c) Economics d) Engineering
2. Which one is state that the law of demand?
   a) Price ↑ Demand ↑ b) Price ↓ Demand ↓
   c) Price ↑ Demand ↓ d) Demand is constant
3. What one is represents Isoquant ?
   a) Equal costs b) Equal outputs
   c) Equal revenues d) Equal profits
4. In perfect competition, who has determined by price?
   a) Producer b) Government
   c) Market forces d) Consumer
5. Which of the following is not a method of measuring national income?
   a) Product method b) Income method
   c) Investment method d) Expenditure method

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

6. Define Business Economics.
7. What is meant by elasticity of demand?
8. Define marginal cost.
9. Mention any two features of perfect competition.
10. What is meant by Pricing Policy?

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SECTION – B (5 X 5 = 25 MARKS)

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

(K3)

11. a) Explain the nature and scope of Business Economics.

(OR)

b) Write a note on the responsibilities of a Business Economist.

12. a) Describe the different types of elasticity of demand.

(OR)

b) Distinguish between Extension of Demand and Increase in Demand.

13. a) Interpret the Law of Variable Proportions with a diagram.

(OR)

b) State the differences between Cost Control and Cost Reduction.

14. a) Discuss the price and output determination under Monopoly.

(OR)

b) Highlight the characteristics of Oligopoly.

15. a) What are the objectives of pricing policy?

(OR)

b) Illustrate the limitations of National Income estimation.

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 basic tools used in Business Economics with suitable examples.

(OR)

b) Develop the objectives and roles of a Business Firm in detail.

17. a) Analyze the importance of the Law of Demand and its exceptions.

(OR)

b) Describe Indifference Curve analysis and Consumer's Equilibrium.

18. a) Interpret the types of cost functions and the relationship between AC and MC.

(OR)

b) Examine the Producer's Equilibrium using Isoquant and Isocost lines.

19. a) Evaluate the features, types, and price determination under Oligopoly.

(OR)

b) Compare and contrast Perfect Competition and Monopolistic Competition.

20. a) Outline the various pricing methods used in business.

(OR)

b) Discuss the methods of calculating National Income and their uses.

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