(FOR THE CANDIDATES ADMITTED DURING THE ACADEMIC YEAR 2025-26 ONLY)

SUBJECT CODE **25 UEC 1A1**

REG.NO.

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

END-OF-SEMESTER EXAMINATIONS : NOVEMBER – 2025

B.Com.-E.COMMERCE **MAXIMUM MARKS: 75**

I SEMESTER **TIME : 3 HOURS**

PART – III

BUSINESS ECONOMICS

SECTION – A (10 X 1 = 10 MARKS)

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

1. Which of the following is the best definition of Economics?
   (a) Study of money and banking (b) Study of how people make choices to satisfy their wants with limited resources (c) Study of production only.(d) Study of business profits.
2. The Law of Demand states that………….
   (a) Demand increases when price increases (b) Demand decreases when price decreases
   (c) Demand decreases when price increases, other factors remaining constant
   (d) Demand is not affected by price.
3. The Total Cost (TC) is equal to………….
   (a) Fixed Cost + Marginal Cost (b) Variable Cost + Marginal Cost
   (c) Fixed Cost + Variable Cost (d) Average Cost + Variable Cost
4. The Perfect competition leads to………….
   (a) Productive and allocative efficiency.(b) Price discrimination. (c) Misallocation of resources.(d) Monopoly power
5. The pricing policy refers to which of the following?
   (a) Government control on prices.(b) Firm's strategy to determine product price
   (c) Consumer bargaining on price .(d) Price changes in stock markets

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

6. Define "Business Economics".
7. What is "Law of Demand".
8. State the meaning of "Producer's equilibrium".
9. Interpret "Oligopoly".
10. What do you mean by pricing policy?

SECTION – B (5 X 5 = 25 MARKS)

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

11. a) Compare Micro and Macro Economics.

(OR)

b) Assess the Scope of Business Economics.

(CONTD …. 2)

ETHICAL PAPER

12. a) Interpret the Theory of Consumer behaviors.

(OR)

b) Assess the Law of diminishing marginal utility.

13. a) Compare the relationship between cost and output.“

(OR)

b) Describe the nature for law of variable proportion.

14. a). Find the features of monopolistic competition and state how the price and output are determined.

(OR)

b) Examine price discrimination under monopoly with its types and conditions.

15. a) Explain the objectives of pricing policy.

(OR)

b) Discuss the various methods of pricing policy.

SECTION – C (5 X 8 = 40 MARKS)

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

16. a). Analyze the Role and responsibilities of a business economics.

(OR)

b) Investigate the factors influencing economic concepts applied in business economics.

17. a) Outline the types of elasticity of demand.

(OR)

b) Determine the Measurement of Consumer Surplus.

18. a) Appraise the Law of Variable Proportion with its assumptions and stages.

(OR)

b) Justify the Law of Returns to Scale with its types and significance.

19. a) Assess the features of perfect competition and describe how price and output are determined in the short run and long run.

(OR)

b) Analyze the concepts of cartels, price leadership, and price rigidity.

20. a) Interpret the methods of measuring National Income.

(OR)

b) Discuss the techniques used for evaluating capital budgeting projects.

******