

(FOR THE CANDIDATES ADMITTED

SUB CODE

22UEC1A1

DURING THE ACADEMIC YEAR 2022-23 ONLY)

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS : DECEMBER - 2022

B.Com.-E.Commerce

MAXIMUM MARKS: 50

I SEMESTER

TIME : 3 HOURS

PART - III

BUSINESS ECONOMICS

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Microeconomics deals with the study of _____ economic entities.
a. Aggregate b. Individual c. Macro d. Socio
2. The demand has three essentials - Desire, Purchasing power and
a. Quantity b. Cash c. Supply d. Willingness to purchase
3. A cost that has already been committed and cannot be recovered is known as.....
a. Sunk cost b. Total cost c. Full cost d. Variable cost
4. Product differentiation is an important feature of.....
a. Perfect competition b. Monopolistic competition c. Monopoly d. Oligopoly
5. Which of the following method of pricing is popular in wholesale and retail trades ?
A. skimming B. penetrating C. full cost pricing D. target pricing

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. What is 'Micro economics'?
7. Define law of demand.
8. Give the meaning of production function.
9. What is Oligopoly market?
10. State the meaning of Pricing Policy.

SECTION – B

(5 X 3 = 15 MARKS)

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

(K3)

11. a) List the of Scope of Business Economics.

(OR)

- b) Give any three features of business economics.

12. a) What are the factors influencing demand for a commodity?
(OR)
b) Write a short note on Consumer Surplus.
13. a) Why is short run average cost U –shaped?
(OR)
b) State and explain the meaning of Producer's Equilibrium and its assumptions.
14. a) Point out the important features of perfect competition.
(OR)
b) What are the different methods of discriminating monopoly?
15. a) Define capital budgeting and explain the need for capital budgeting.
(OR)
b) State any three Objectives of pricing policy.

SECTION – C**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K4 (Or) K5)**

16. a) Discuss the Responsibilities of a Business Economist.
(OR)
b) Distinguish between Micro economics and Macro Economics
17. a) Explain briefly the Law of Demand.
(OR)
b) Describe the characteristics of Indifference Curve Analysis.
18. a) State and explain the Fixed costs and Variable cost with the help of diagram.
(OR)
b) Explain the Law of variable Proportions.
19. a) How is the price and Output determined under Perfect Competition?
(OR)
b) Distinguish between Monopoly and Monopolistic Competition
20. a) Briefly explain the Pricing policy methods.
(OR)
b) Explain the different methods of calculating the national income.
