

**(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2022-23 ONLY)**

**SUB CODE** **22UEC1A1**  
**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)**

**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.

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