

(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2022 ONLY)

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REG.NO

NGM COLLEGE (AUTONOMOUS) POLLACHI

END-OF-SEMESTER EXAMINATIONS: DECEMBER- 2022

B.COM-BANKING AND INSURANCE

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. Law of demand shows \_\_\_\_\_ relationship between price and quantity demanded.  
a) Positive                      b) Negative                      c) Direct                      d) None of the above
2. Consumer surplus is \_\_\_\_\_.  
a) Potential price - actual price                      b)  $MV_n = TV_n - TV_{n-1}$   
c) Demand=supply                      d) None
3. Iso-quant is oval shaped, so the slope of isoquant is \_\_\_\_\_ at its extreme point  
a) Positive                      b) Negative                      c) Constant                      d) Diminishing
4. In perfect competition a firm increases profit when \_\_\_\_\_ exceeds \_\_\_\_\_.  
a) TC, TR                      b) MC, MR                      c) AR, AC                      d) TR, TFC
5. \_\_\_\_\_ is the total value of all final goods and services produced by the country in certain year.  
a) National Income                      b) Personal income  
c) Corporate income                      d) Foreign income

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

**(K2)**

6. Define Demand
7. Construct budget line?
8. Explain ISO Quant.
9. Define the term Monopoly.
10. Explain the Circular Flow of Income.

**SECTION – B**

**(5 X 3 = 15 MARKS)**

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

**(Qn. No. 11 to 15 Questions for Short Answers with internal choices)**

**(K3)**

11. a) Compare Micro Economics with Macro Economics.

**(OR)**

- b) Examine the factors influencing demand for a commodity.

**(CONTD .... 2)**

12. a) List out the main properties of Indifference Curve.  
(OR)  
b) Short note on Substitution Effect.
13. a) Examine the Production Function.  
(OR)  
b) Describe the internal Economies of Scale? Explain its types.
14. a) Interpret the features of Perfect Competition.  
(OR)  
b) Describe the characteristics of Oligopoly.
15. a) Find out the difficulties in measuring National Income.  
(OR)  
b) Short note on GNP at market price and factor cost.

**SECTION – C (5 X 5 = 25 MARKS)**

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

**(Qn. No. 16 to 20 Questions for Long Answers with internal choices ) (K4 (Or) K5)**

16. a) Discuss the Economic concepts applied in Business Economics.  
(OR)  
b) Analyze the Law of demand.
17. a) Interpret the methods of Demand Forecasting.  
(OR)  
b) Indifference Curve Analysis – Discuss.
18. a) Evaluate the Law of Return to Scale.  
(OR)  
b) Discuss the Law of variable proportions with the help of iso quant curve.
19. a) Determine the price and output determination under Monopolistic Competition.  
(OR)  
b) Analyse the Determination of Price under Monopoly.
20. a) Construct the various methods of measuring National Income.  
(OR)  
b) Evaluate the components of national income.