

NGM COLLEGE (AUTONOMOUS) POLLACHI

END-OF-SEMESTER EXAMINATIONS: DECEMBER-2022

B.Com-Business Process Services

MAXIMUM MARKS: 70

III SEMESTER

TIME: 3 HOURS

PART III

BUSINESS ECONOMICS

SECTION – A

(10 X1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS

MULTIPLE CHOICE QUESTIONS

(K1)

1. Economics is a _____.
a. Positive science b. Normative science c. Both (a) & (b) d. None of the above

2. Law of demand shows _____ relationship between price and quantity demanded.
a. Positive b. Negative c. Direct d. None of the above

3. The long run average cost curve is also called as _____.
a. Budget Line b. Planning Curve
c. Indifference Curve d. None of the above

4. _____ is absence of competition.
a. Monopolistic b. Monopoly c. Oligopoly d. Duopoly

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 Business Economics.
7. Define Consumer Surplus.
8. What is Marginal Cost?
9. What is Monopolistic Competition?
10. What is Pricing Policy?

(CONTD.... 2)

SECTION – B**(5 X 4 = 20 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Compare Micro and Macro Economics.
(OR)
b) List out the scope of business economics.
12. a) The demand curve slope downwards-Interpret.
(OR)
b) Examine the factors influencing demand for a commodity
13. a) Bring out a short note on Production Function.
(OR)
b) Assess a short note on Opportunity Cost
14. a) Sketch the features of Perfect Competition.
(OR)
b) List out the characteristics of Oligopoly.
15. a) Find out the difficulties in measuring National Income.
(OR)
b) Write a short note on GNP at market price and factor cost.

SECTION – C**(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS.****(16TH QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS FROM Q.NO: 17 TO 21)****(K4) OR (K5)**

16. Analyze the Law of demand.
17. Discuss the Economic concepts applied in Business Economics
18. Illustrate the methods of demand forecasting.
19. Determine the Law of Variable Proportions.
20. Elucidate the price and output determination under Monopolistic Competition.
21. Enumerate the various methods of measuring National Income.