

NGM COLLEGE (AUTONOMOUS) POLLACHI

END-OF-SEMESTER EXAMINATIONS: DECEMBER- 2022

B.COM-Finance

MAXIMUM MARKS: 50

I SEMESTER

TIME: 3 HOURS

PART - III

BUSINESS ECONOMICS

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Define Economics.
7. What is demand?
8. What is a planning curve?
9. Define law of returns to scale.
10. What is Market Structure?

(CONTD.....2)

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) Classify the objectives of business economics.
(OR)
b) Distinguish between Micro and Macro Economics.
12. a) List out the types of Elasticity of Demand.
(OR)
b) Describe the factors influencing demand forecasting.
13. a) Elaborate the types of Margin rate of substitution.
(OR)
b) Explain the condition of consumer's equilibrium.
14. a) Explain the Concept of Revenue.
(OR)
b) List the types of impacts in input-output analysis
15. a) Explain the features of Market Structure.
(OR)
b) Describe advantages and disadvantages of duopoly.

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) Enumerate the principles of economics.
(OR)
b) Describe the role and responsibilities of a business economist.
17. a) Describe the exceptions to law of demand.
(OR)
b) Explain the types of Demand Forecasting.
18. a) List the types of elasticity of supply
(OR)
b) Explain the characteristics of indifference curve.
19. a) Describe the law of variable proportion. Explain assumptions and stages of law of variable proportion.
(OR)
b) Explain law of returns to Scale and its types.
20. a) List the types of market structures.
(OR)
b) Explain the characteristics of oligopoly.