

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE

24 UEC 1A1

DURING THE ACADEMIC YEAR 2024-25 ONLY)

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS : NOVEMBER – 2024

B.Com. E-COMMERCE

MAXIMUM MARKS: 75

SEMESTER: I

TIME : 3 HOURS

PART – III

BUSINESS ECONOMICS

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. A social science that studies how goods and services are produced, distributes and consumed is termed as.....
 - a) Marketing
 - b) Economics
 - c) Auditing
 - d) Management
2. Which of the following is not a factor of production?
 - a) Land
 - b) Labour
 - c) Money
 - d) Capital
3. The cost of one thing in terms of the alternative given up is called
 - a) Real cost
 - b) opportunity cost
 - c) Production cost
 - d) Physical cost
4. Under _____, price is determined by the interaction of total demand and total supply in the market.
 - (a) Perfect competition
 - (b) Monopoly
 - (c) Imperfect competition
 - (d) Monopolistic Competition
5. Psychological pricing is also called
 - a) Penetration pricing
 - b) Skimming pricing
 - c) Odd pricing
 - d) Cost plus pricing

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. What are the divisions of economics?
7. Define law of Demand
8. What are the various factors of productions?
9. Define Monopoly.
10. What is skimming pricing policy?

(CONTD 2)

SECTION – B**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Discuss the scope of economics.

(OR)

- b) Describe the concept of micro economics .

12. a) Describe the importance of law of demand.

(OR)

- b) Explain the law of Diminishing Marginal utility with an example.

13. a) Discuss briefly the law of variable proportion.

(OR)

- b) Describe cost output relationship with the suitable illustrations.

14. a) Explain the conditions necessary for the existence of perfect competition.

(OR)

- b) State the features of monopolistic competition.

15. a) List any four objective of pricing policy.

(OR)

- b) Discuss the importance of capital budgeting.

SECTION – C**(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K4 (Or) K5)**

16. a) Describe briefly the objectives and significance of business economics.

(OR)

- b) Discuss the role and responsibilities of business economist.

17. a) Explain the factors that determine price elasticity of demand.

(OR)

- b) Explain briefly the types of demand forecasting.

18. a) Discuss the various types of cost briefly.

(OR)

- b) Describe the phases of law of returns to scale.

19. a) Enumerate how prices are determined under perfect competition.

(OR)

- b) Explain the concept and features of oligopoly.

20. a) Enumerate the various pricing strategies .

(OR)

- b) Explain the significance of national income analysis in business economics.