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(FOR THE CANDIDATES ADMITTED **24UBP1A1**

DURING THE ACADEMIC YEAR 2024 ONLY) REG.NO.

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

END-OF-SEMESTER EXAMINATIONS : NOVEMBER 2024

B.COM- BPS **MAXIMUM MARKS: 75**

SEMESTER: I **TIME : 3 HOURS**

PART – III

24UBP1A1 – BUSINESS ECONOMICS

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS. (K1)

1. Select from the following that is a primary responsibility of a business economist.

a) Managing daily business operations

b) Conducting economic analysis to support business decision-making

c) Handling employee grievances

d) Supervising the marketing team

2. Which of the following methods is most commonly used for short-term demand forecasting?

a) Market experiments b) Trend projection

c) Econometric models d) Delphi method

3. Recall the pricing method that is characterized by adding a fixed profit margin to the cost of producing a product.

a) Penetration pricing b) Cost-plus pricing

c) Value-based pricing d) Dynamic pricing

4. Which market structure is there only one seller who controls the entire market?

a) Perfect competition b) Monopoly c) Monopolistic competition d) Oligopoly

5. Choose from the following that is a common instrument of monetary policy used to control inflation.

a) Direct taxes b) Government subsidies

c) Open market operations d) Public borrowing

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES (K2)

6. Construct the primary focus of macroeconomics.

7. Indicate what the Law of Demand states.

8. Define the Law of Variable Proportions.

9. Differentiate what characterizes monopolistic competition.

10. Explain what the Consumer Price Index (CPI) is used for.

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SECTION – B (5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)

11. a) List the primary functions of business economics.

(OR)

b) Compare what distinguishes macroeconomics from microeconomics.

12. a) Assess the factors that affect the elasticity of demand.

(OR)

b) Divide the main types of elasticity of demand.

13. a) Describe the production function.

(OR)

b) Examine the objectives of pricing.

14. a) Sketch the characteristics of a perfectly competitive market.

(OR)

b) Show the primary features of monopolistic competition.

15. a) Explain the causes of Inflation.

(OR)

b) Interpret the primary goals of monetary policy.

SECTION – C (5 X 8 = 40 MARKS)

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

16. a) Contrast the main differences between business economics and traditional economics.

(OR)

b) Outline the primary roles of a business economist.

17. a) Investigate the factors that influence the elasticity of demand for a product.

(OR)

b) Analyze the key characteristics of indifference curves in consumer theory.

18. a) Classify the major types of cost in the context of production.

(OR)

b) Survey the primary methods of pricing used in business.

19. a) Evaluate the characteristics of an oligopoly market structure.

(OR)

b) Discuss the main types of market structures and their characteristics.

20. a) Construct the primary methods for calculating national income.

(OR)

b) Summarize the primary tools of monetary policy used by central banks.

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