(NO. OF PAGES: 2)

(FOR THE CANDIDATES ADMITTED

DURING THE ACADEMIC YEAR 2024 ONLY)

24 UBM 2A1

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : MAY-2025

B.B.A **MAXIMUM MARKS: 75**
SEMESTER: II **TIME : 3 HOURS**

PART - III
BUSINESS ECONOMICS

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.
MULTIPLE CHOICE QUESTIONS. (K1)

1. The following is a primary economic activity_____.

   (A) Manufacturing (B) Banking (C) Agriculture (D) Retailing

2. Which of the following factors does not determine demand?

   (A) Price of the product (B) Consumer income (C) Weather conditions (D) Manufacturing cost

3. What does an isoquant represent in economics?

   (A) Equal levels of cost for production (B) Equal quantities of input usage

   (C) Equal levels of output (D) Equal levels of profit

4. A key characteristic of a monopoly is_____.
   (A) Presence of many sellers (B) Freedom of market entry
   (C) Single seller controlling the market (D) Homogeneous products offered by multiple firms

5. Group equilibrium in economics signifies _____.
   (A) Equal distribution of income among groups
   (B) A balance between supply and demand in a market
   (C) Cooperation among firms to fix prices
   (D) Stability in the number of firms in a market

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

6. Define Business Economics.
7. What is inelastic demand ?
8. Meaning of the Law of Production.
9. Explain degree price discrimination.
10. Explain Fiscal Policy.

SECTION – B (5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K2)

11. a) Explain the scope of Business Economics.

(OR)

b) Discuss the characteristics of Modern Business.

12. a) Evaluate how the law of demand affects pricing strategies in businesses.

(OR)

b) Explain the Reasons for downward sloping demand curve.

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13. a) Explain the production functions.

(OR)

b) Evaluate how a business can use break-even analysis to determine the pricing strategy for a new product.

14.a) Explain the kinds of Monopoly.

(OR)

b) Discuss Market forms in detail.

15. a) Enumerate the relationship between selling costs and a company's pricing strategy.

(OR)

b) How can an expansionary monetary policy can affect inflation and unemployment in an economy. Analyze?

SECTION – C (5 X 8 = 40 MARKS)

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

(K4 (Or) K5)

16. a) Evaluate the role of business economics in formulating long-term strategies for a firm.

(OR)

b) Explain the objectives of Business firms.

17. a) Explain the various types of Elasticity of demand.

(OR)

b) Evaluate the methods of measuring price elasticity of demand.

18. a) Critically assess the long-term equilibrium in a perfectly competitive market.

(OR)

b) Explain the types of Curves.

19. a) Evaluate the price and output Determination under perfect competition.

(OR)

b) Explain the Degrees of Price Discrimination.

20. a) Assess the causes and consequences of excess capacity in an industry.

(OR)

b) Explain the kinds of Oligopoly.

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ETHICAL PAPER