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G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.



UG DEGREE END SEMESTER EXAMINATIONS - APRIL 2025.

(For those admitted in June 2023 and later)

PROGRAMME AND BRANCH: B.COM.

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
I	PART - III	ELECTIVE GENERIC - 1	U23CO1A1	BUSINESS ECONOMICS

Date & Session: 26.04.2025/AN

Time : 3 hours

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer ALL Questions.
CO1	K1	1.	Business economics is also known as. a) Micro economics b) Macro economics c) Managerial economics d) Behavioural economics
CO1	K2	2.	The basic problem of economics is a) Inflation b) scarcity of resources c) Unemployment d) Taxation
CO2	K1	3.	Which market structure has a single seller? a) Oligopoly b) Monopoly c) Perfect competition d) Monopolistic competition
CO2	K2	4.	The law of demand states that when price increases demand. a) Increases b) Decreases c) Remains constant d) Fluctuates randomly
CO3	K1	5.	Fixed cost are also known as. a) Variable costs b) Direct costs c) Overhead costs d) Marginal costs
CO3	K2	6.	GDP stands for. a) Gross Domestic Product b) General Development Process c) Government Debt Payment d) Gross Demand Production
CO4	K1	7.	Which of the following is a feature of a perfectly competitive market? a) Few buyers and sellers b) Differentiated products c) Price takers d) Barriers to entry
CO4	K2	8.	Elasticity of demand measures. a) Consumer income b) Change in demand due to price change c) Production cost variations d) Total revenue changes
CO5	K1	9.	Which cost changes with the level of output? a) Fixed cost b) Sunk cost c) Variable cost d) Opportunity cost
CO5	K2	10.	Opportunity cost refers to. a) The actual cost of production b) The next best alternative foregone c) The total expenditure in a business d) The profit earned in a business

Course Outcome	Bloom's K-level	Q. No.	SECTION – B (5 X 5 = 25 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	K3	11a.	State the scope and importance of business economics. (OR)
CO1	K3	11b.	Explain the various concepts of business economics.
CO2	K3	12a.	Describe the law of demand and its exceptions. (OR)
CO2	K3	12b.	Explain the types of elasticity of demand.
CO3	K4	13a.	Discuss the nature and scope of consumer behaviour. (OR)
CO3	K4	13b.	Describe the types of goods.
CO4	K4	14a.	Evaluate the functions of production. (OR)
CO4	K4	14b.	Enumerate the internal and external economies.
CO5	K5	15a.	Assess the objectives of pricing policy. (OR)
CO5	K5	15b.	Analyse the objectives of pricing methods.

Course Outcome	Bloom's K-level	Q. No.	SECTION – C (5 X 8 = 40 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	K3	16a.	State the concepts of efficiency and business cycle. (OR)
CO1	K3	16b.	Explain the positive and normative economics.
CO2	K4	17a.	Evaluate the factors governing demand forecasting. (OR)
CO2	K4	17b.	Explain the law of supply and determinants.
CO3	K4	18a.	Discuss the law of diminishing marginal utility. (OR)
CO3	K4	18b.	Describe the indifference curve significance and properties.
CO4	K5	19a.	Analyse the difference between laws of variable proportion and return to scale. (OR)
CO4	K5	19b.	Enumerate the features of producers equilibrium.
CO5	K5	20a.	Assess the kinds of monopoly. (OR)
CO5	K5	20b.	Evaluate the features of kinked demand curve.