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



UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 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: 12.11.2025/FN

Time : 3 hours

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer <u>ALL</u> Questions.
CO1	K1	1.	What is the primary focus of business economics? a) Analyzing macroeconomic trends b) Applying economic principles to business decision-making c) Studying the behavior of individual consumers d) Developing government economic policy
CO1	K2	2.	Which of the following is NOT a factor of production? a) Land b) Labor c) Capital d) Profit
CO2	K1	3.	Basic assumptions of law of demand include. a) Prices of other goods should change b) There should be substitute for the commodity c) The commodity should not confer any distinction d) The demand for the commodity should not be continuous
CO2	K2	4.	_____ demand forecasting is related to the business conditions prevailing in the economy as a whole. a) Macro Level b) Industry Level c) Firm Level d) Micro Level
CO3	K1	5.	Which concept refers to the satisfaction a consumer gets from consuming a good? a) Utility b) Profit c) Demand d) Supply
CO3	K2	6.	Total utility is maximum when: a) Marginal utility is maximum b) Marginal utility is zero c) Average utility is maximum d) Average utility is one
CO4	K1	7.	Theory of production includes. a) Manufacturing b) Packaging c) Storing d) All of these
CO4	K2	8.	Which is not the correct stage of production in the law of returns to scale? a) Increasing Returns b) Constant Returns c) Diminishing Returns d) No Returns
CO5	K1	9.	Which of the following is not a type of market structure? a) Competitive Monopoly b) Perfect Competition c) Oligopoly d) Imperfect Competition
CO5	K2	10.	Perfect competition is characterized by. a) Large number of buyers and sellers b) Homogeneous product c) Free entry and exit of firms d) All the above

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.	Discover the relationship between recession and depression. (OR)
CO1	K3	11b.	Identify the concept of “opportunity cost” with suitable examples.
CO2	K3	12a.	Identify the various factors determining the law of supply. (OR)
CO2	K3	12b.	Explain the various types of elasticity of demand.
CO3	K4	13a.	Examine the features of consumer behaviour. (OR)
CO3	K4	13b.	Analyse the concept of law of diminishing marginal utility and how does it influence consumer choices.
CO4	K4	14a.	Differentiate between short-run and long-run production. (OR)
CO4	K4	14b.	Examine the various types of returns to scale.
CO5	K5	15a.	Assess the main factors that influence price determination. (OR)
CO5	K5	15b.	Evaluate the different market structures and how do they affect businesses.

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.	Identify the scope and importance of economics. (OR)
CO1	K3	16b.	Determine the various types of business cycles.
CO2	K4	17a.	Analyse the various methods of demand forecasting. (OR)
CO2	K4	17b.	Discover the determinants of demand.
CO3	K4	18a.	Examine the various types of goods. (OR)
CO3	K4	18b.	Distinguish between total utility and marginal utility.
CO4	K5	19a.	Assess the various stages of the law of variable proportions. (OR)
CO4	K5	19b.	Mark the difference between law of variable proportions and returns to scale.
CO5	K5	20a.	Evaluate the various methods of pricing. (OR)
CO5	K5	20b.	Assess the main characteristics of oligopoly.