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B.Com. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2024.

Second Semester

Banking and E-Commerce – Allied

BUSINESS ECONOMICS

(For those who joined in July 2021 and 2022 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. \_\_\_\_\_ studies the vital question of satisfying human wants with scarce resources.

- (a) Economics (b) Business  
(c) Shop (d) Law

2. \_\_\_\_\_ economics deals with what ought to be or how an economic problem should be solved.

- (a) Positive (b) Normative  
(c) Science (d) Arts

3. The demand curve is always

- (a) Level (b) Irregular  
(c) Upward sloping (d) Downward sloping

4. The Law of Demand is measured from the perspective of

- (a) Consumer (b) Shopkeeper  
(c) Wholesaler (d) Manufacturer

5. \_\_\_\_\_ shows the overall output generated at a given level of input:

- (a) Cost function  
(b) Production function  
(c) Iso cost  
(d) Marginal rate of technical substitution

6. Isoquants are equal to  
 (a) Product Lines (b) Total utility lines  
 (c) Cost line (d) Revenue lines
7. Supply is a \_\_\_\_\_ variable  
 (a) Stock (b) Constant  
 (c) Flow (d) Both (a) and (b)
8. \_\_\_\_\_ of a commodity is the total amount of commodity available with the producers at any given time  
 (a) Supply (b) Actual Supply  
 (c) Elastic Supply (d) Stock
9. Which of the following markets have the fewest number of firms?  
 (a) Monopoly  
 (b) Perfect competition  
 (c) Oligopoly  
 (d) Monopolistic competition
10. Sellers in perfect competition are:  
 (a) Price maker (b) Price taker  
 (c) Wealthy (d) Poor

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) List out the role of business economist.  
 Or  
 (b) Write a significance of business economics.
12. (a) State the assumptions of the law of demand.  
 Or  
 (b) Write a brief note on indifference curve.
13. (a) Discuss the three stages of law of returns to scale.  
 Or  
 (b) Explain the modern approaches to the law variable proportion.
14. (a) Briefly explain about the various cost under cost analysis.  
 Or  
 (b) Write the law of supply.

15. (a) Describe the kinds of monopoly.

Or

(b) What are the reasons for adopting skimming price policy?

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Elaborate the role of business economics in decision making.

Or

(b) Write the significance of business economics.

17. (a) Explain the determinants of price elasticity of demand.

Or

(b) Analyse concept of elasticity.

18. (a) Discuss about the production possibility curves.

Or

(b) Examine the Total Product.

19. (a) Analyse the degrees of price discrimination.

Or

(b) Describe the relationship between Marginal Cost to Average Cost.

20. (a) Discuss the equilibrium conditions of a firm.

Or

(b) List out the rights of Monopoly.