

2 Mark

UNIT - 1

1. Define business economics.
2. What is business economics ?
3. What is micro economics ?
4. What is macro economics ?
5. What is financial decisions ?
6. What is production decisions ?
7. What is marketing decision ?
8. What is profit management ?
9. What is capital management ?
10. What is decision making ?
11. What is forward planning ?.

UNIT - 2

12. Define demand.
13. What is demand ?
14. Define law of demand.
15. What is law of demand ?
16. Define elasticity of demand.
17. What is elasticity of demand ?
18. Explain giffen paradox.
19. Define forecasting.
20. Define indifference curve.
21. Explain indifference schedule.
22. What is expansion of demand ?
23. What is contraction of demand ?
24. What is price demand ?
25. What is normal goods ?
26. What is inferior goods ?
27. What is marginal rate of substitution ?
28. What is consumer equilibrium ?

UNIT - 3

29. Define production ?
30. What is production function ?
31. What is internal economics ?
32. What is external economics ?
33. Define labour.
34. State the meaning of labour.
35. What is iso quant curve ?
36. How do you classify capital ?
37. Define capital.

38. What is capital formation ?
39. What are the functions of capital ?

UNIT - 4

40. Define supply.
41. What is supply ?
42. What is marginal cost ?
43. What is perfect competition ?
44. What is price discrimination ?
45. What is firm ?
46. What is industry ?
47. What do you mean by monopolistic competition ?
48. Define monopoly.
49. What do you mean by monopoly ?
50. Define oligopoly.
51. What are the types of oligopoly ?
52. What do you mean by duopoly ?
53. Define law of supply.
54. What is price of related goods ?
55. What is new invention ?
56. Define elasticity of supply.
57. Define market.
58. What is market ?
59. What is price discrimination ?
60. What is perishable goods ?
61. What is durable goods ?

UNIT - 5

62. Define national income.
63. What is national income ?
64. What is fiscal policy ?
65. Define fiscal policy ?
66. What is net national income ?
67. What is per capita income ?
68. What is inequality of income ?
69. Define public finance.
70. What is public finance ?
71. Explain the term taxes.

5 Mark

UNIT - 1

- 1) Briefly explain the decision of economics.
- 2) Distinguish between micro and macro economics.
- 3) State the nature of business economics.
- 4) Explain the scope of business economics.

UNIT - 2

- 5) Explain the law of demand.
- 6) What are the features of demand ?
- 7) What are the importance of law of demand ?
- 8) Explain the reasons behind downward slope of the demand curve.
- 9) List out the importance of elasticity of demand.
- 10) Discuss the short term objectives of forecasting.
- 11) What are the long term objectives of forecasting ?
- 12) Bring out the importance of indifference curve analysis.
- 13) Distinguish between marginal rate of substitution and diminishing marginal utility.
- 14) What are the features of good forecasting method ?

UNIT - 3

- 15) State the features of production function.
- 16) Explain the concepts of break – even analysis.
- 17) Distinguish between indifference curve and iso quant.
- 18) What are the uses of production function ?
- 19) Explain merits and demerits of small scale production.
- 20) What are the external economics in large scale production ?

UNIT - 4

- 21) Explain the supply schedule and curve.
- 22) Explain the law of supply .
- 23) State the importance of elasticity of supply.
- 24) What are the features of market ?
- 25) Explain the extent of market.
- 26) Explain the equilibrium price of firm and industry.
- 27) What are the features of monopoly ?
- 28) What are the features of monopolistic competition ?
- 29) Distinguish between perfect competition and monopoly.
- 30) State the features of oligopoly.
- 31) Write short notes on : i) pure oligopoly ii) differentiated oligopoly.
- 32) What are the conditions for price discrimination ?

UNIT - 5

- 33) State the features of national income.
- 34) Explain the scope of public finance.
- 35) What are the characteristics of public utility ?
- 36) What are the causes of inequality of income ?
- 37) What are the methods of reducing inequalities of income ?

10 Mark

UNIT - 1

- 1) Explain the fundamental concepts of business economics.
- 2) Discuss the relationship of business economics with other disciplines.

UNIT - 2

- 3) What are the various types of demand ?
- 4) What are the determinants of price elasticity of demand ?
- 5) Explain the various types of elasticity of demand.
- 6) Explain the various methods of demand forecasting.
- 7) Explain the consumer equilibrium.
- 8) Explain the marginal rate of substitution.
- 9) Explain the indifference curve analysis.

UNIT - 3

- 10) Briefly explain the factors of production.
- 11) Explain iso-quant analysis.
- 12) Explain the internal and external economics of law of scale of production.

UNIT - 4

- 13) What are the factors influencing in supply ?
- 14) Explain how price is determined in monopolistic competition.
- 15) Explain the law of supply.
- 16) Bring out the classification of market.
- 17) Compare the features of different market structure.

UNIT - 5

- 18) Explain in detail about the concepts of national income.
- 19) What are the difficulties in the measurement of national income ?