

TB206315W

Reg. No : .....

Name : .....

**B. A. DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023**  
**(2020 Admission Regular, 2019, 2018 Admissions Supplementary)**  
**SEMESTER VI - CHOICE BASED CORE (ECONOMICS)**  
**EC6B15AB18 - BUSINESS ECONOMICS**

**Time : 3 Hours**

**Maximum Marks : 80**

**Part A**

**I. Answer any Ten questions. Each question carries 2 marks**

**(10x2=20)**

1. What are the steps in Decision Making?
2. Define Demand estimation.
3. Explain Cross Elasticity of Demand.
4. Define Production Function.
5. Explain the difference between historical and replacement cost.
6. Explain Learning Curve.
7. What is markup pricing?
8. What are the essential elements in profit planning?
9. Discuss Rent theory of profit.
10. Which are the traditional methods of capital budgeting?
11. Explain the types of capital expenditure.
12. Differentiate between short range and long range capital budget

**Part B**

**II. Answer any Six questions. Each question carries 5 marks**

**(6x5=30)**

13. Explain the top three Approaches towards Managerial Decision Making .
14. Diagrammatically explain individual demand and market demand.
15. Explain the objectives of demand forecasting.
16. How are the law of returns to scale different from the law of variable proportions.
17. Explain the applications of Linear programming.
18. Explain Marginal productivity theory of profit.
19. Describe the guidelines for price determination.
20. Explain the importance of break even pricing.
21. Explain the categories involved in capital budgeting.

**Part C**

**III. Answer any Two questions. Each question carries 15 marks**

**(2x15=30)**

22. Discuss various approaches in Demand Estimation.
23. Discuss the properties of Cobb-Douglas production function.
24. What are the objectives of pricing? Explain the various pricing methods.
25. Explain the procedures of Capital Budgeting.