

TB246749G

Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2024
2021 ADMISSIONS REGULAR
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)

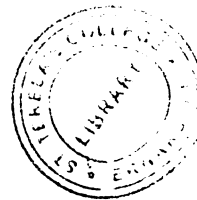
1. Define Business Economics.
2. What is Demand Forecasting?
3. Discuss the criteria for a good forecasting method.
4. Explain Increasing, Decreasing and Constant returns to scale.
5. Diagrammatically express TFC, TVC and TC.
6. What are the features of Isoquants?
7. Explain the importance of Profit in an economy.
8. Explain Dynamic theory of profit.
9. Define Cost plus Pricing
10. Give the formula of ARR method.
11. Differentiate between short range and long range capital budget
12. Explain Pay back method.

Part B

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

(6x5=30)

13. Discuss the decision making steps involved in business economics.
14. Explain time series analysis in demand forecasting.
15. Briefly explain the different types of survey methods in demand forecasting.
16. The firm can maximise its profits by choosing the least cost combination of factors. Discuss
17. Explain Producer's equilibrium
18. Explain the importance of break even pricing.
19. Explain Marginal productivity theory of profit.
20. Explain the principles of pricing policy.
21. Explain the cost of capital.



Part C

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

(2x15=30)

22. Explain the determinants and exceptions to the law of demand. Discuss the shift and contraction of demand.
23. Explain the short run production function using diagram.
24. Explain the various methods in strategy based pricing.
25. Explain the important steps involved in a capital budgeting process.