

(6 pages)

Reg. No. :

Code No. : 22974 E Sub. Code : SAHR 11

B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018

First Semester

Human Resource Development – Allied

BUSINESS ECONOMICS

(For those who joined in July 2018 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. The amount of goods that sellers are able to sell called
 - (a) Quality Supplied
 - (b) Quality demanded
 - (c) Market force
 - (d) Contract of sale

2. Which is not the features of oligopoly
 - (a) Few sellers
 - (b) Advertising and Sales promotion
 - (c) One firm
 - (d) Price rigidity

3. Which is the feature of perfect competition.
 - (a) Large number of buyers and sellers
 - (b) Freedom to entry and exit
 - (c) Both (a) and (b)
 - (d) None of these

4. Which is the salient features of monopolistic competition
 - (a) Large number of sellers
 - (b) Normal profit
 - (c) Non price competition
 - (d) All of these

5. Which is not a cost concept
 - (a) Sales
 - (b) Opportunity cost
 - (c) Incremental cost
 - (d) Out of pocket cost

6. A monopolist marginal revenue is always _____ than price of its goods.
- (a) Less
 - (b) Higher
 - (c) Greater than one
 - (d) None of these
7. Which is the method of measuring of elasticity of demand
- (a) Total outlay method
 - (b) Arc method
 - (c) Point method
 - (d) All the above
8. Types of price elasticity includes
- (a) Perfectly elastic
 - (b) Perfectly inelastic
 - (c) Both (a) and (b)
 - (d) None of these
9. Demand is the function of
- (a) Price
 - (b) Product
 - (c) Firm
 - (d) Cost

10. A qualitative statement means
- (a) The law of demand
 - (b) The law of supply
 - (c) Monopoly
 - (d) None of these

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the significance of Business Economics.

Or

- (b) Discuss the importance of production function.

12. (a) Describe the determinants of demand.

Or

- (b) Elaborate elasticity of demand.

13. (a) Discuss about the factors of production.

Or

- (b) Elaborate fixed and variable factors.

14. (a) Explain consumption goods.

Or

(b) Describe the factors affecting supply.

15. (a) State the features of monopolistic competition.

Or

(b) Discuss the features of oligopoly competition.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the relationship between price elasticity and sales revenue.

Or

(b) Derive the production possibility curve.

17. (a) Elaborate the exceptions to the law of demand.

Or

(b) Explain the theory of factor pricing.

18. (a) Discuss about capital goods and final goods.

Or

(b) Describe about gross investment and depreciation.

19. (a) Explain price determination under monopolistic market condition.

Or

(b) Discuss the nature of perfect market.

20. (a) Elaborate the determination of equilibrium under monopoly competition.

Or

(b) Explain the types of elasticity of supply.
