



Avinashilingam Institute for Home Science and Higher Education for Women (Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD) Re-accredited with A++ Grade by NAAC. Recognised by UGC Under Section 12B Coimbatore - 641 043, Tamil Nadu, India

Murugan

5 copies

Continuous Internal Assessment Test - August 2024
Semester I

Class: I UG
Major: B.Com (PA)

Time: 2 Hours
Max. Marks: 60

23BCPC02 - Business Economics

Course Outcomes:

- CO1: Develop knowledge about concepts, definitions, scope and problem and solving the business
CO2: Assess and evaluate the demand and supply, price output determination.
CO3: Evaluate the theories and factors of production in the current
CO4: Provide and measure the price of various types of markets.
CO5: Knowledge about different phases of business cycles.

Part A

Choose the correct answer

6x1=6

1. Who is assured as father of Economics? CO:1K1
a) Adam Smith b) Robinson c) Marshall d) George Bernard
2. Microeconomics is also called CO1:K3
a) Price theory b) Process theory c) theory of Income and Employment d) Product theory
3. In case of Geffen good, a fall in its price tends to CO2: K1
a) Demand remain constant b) demand increases c) Reduced demand d) Abnormal change in demand
4. At what point does total utility starts diminishing? CO2: K3
a) When marginal utility is positive b) When it remains constant
c) When marginal utility is increasing d) when marginal utility is negative
5. Production is express the relationship between CO3:K2
a) Combination of inputs and output b) combination risk and return
c) creation of demand d) creation of supply
6. The shape of TFC curve is CO3:K2
a) Horizontal line b) Downward sloping c) U-shaped d) upward sloping

Part-B

Answer ALL Questions

3x6=18

Each answer should not exceed 400 words or two pages

- 7 a) Discuss the scope of Business Economics (or) CO1:K2
b) Point out the difference between Positive and Normative Economics CO1:K3
8. a) Write in detail about determinants of demand. (or) CO2:K2
b) Explain the concept of Law of Equi marginal utility CO2:K2
9. a) Explain in detail about factors of production (or) CO3:K2
b) Point out the disadvantage of large scale production CO3:K2

Part-C

Answer ALL questions

3x12=36

Each answer should not exceed 800 words or four pages

- 10 a) Write in detail about role of Managerial Economist. (or) CO1:K1
b) Discuss in detail about Nature and scope of business economics? CO1:K3
11. a) Briefly Explain the concept of law of variable proportions (or) CO2K2
b) Explain the determination of price Elasticity demand CO2K3
12. a) Explain production with two variable input (or) CO3K3
b) Explain the types of cost in detail CO3K2