



Mavin

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

Continuous Internal Assessment Test I – August 2024 I Semester

Class : I UG

Major : IBBA

Time : 2 Hours

Max.Marks :60

23BREC01 Business Economics

Course Outcomes:

- CO1: Analyze economic problems and correlate scarcity with the requirements
CO2: Evaluate demand and analyze cost to optimize cost-production combination
CO3: Understand the effects of supply and make a relation between supply and production
CO4: Recognize the existing market and take appropriate decision
CO5: Analysis different theories of determination of factor prices.

Part A

6 x 1 = 6

Choose the correct answer

- The basic objective of the firm is
a .profit maximization b. increasing sales c. market development d. expand the firm CO1: K1
- The managerial Economics is base of
a. Micro economics b. Macro Economics c. Public finance d. Market CO1:K2
- Demand curve slopes downwards because of
a. The law of diminishing marginal utility b. The income effect
c. Substitution effect d. All of the above CO2:K1
- Which of the following is not a survey method of demand forecasting
a. Consumers interview method b. Expert opinion method CO2:K3
c. Barometric method d. Collective opinion method.
- Variable cost per unit
a. Remains fixed b. Varies with the volume of production CO3:K2
c. Varies with sales d. None of these
- Duopoly is
a. Another name for monopoly b. Special type of monopolistic competition CO3:K1
c. Two firm oligopoly d. None of these

Part B

3 x 6 = 18

Answer ALL Questions

Each answer should not exceed 400 words or two pages

- (a) Explain the Basic Economic problem common to all Economy. CO1: K2
(or)
- (b) Discuss the application of economic theories in managerial decision CO1: K2
- (a) Explain the Determinants of Demand. CO2: K1
(or)
- (b) Explain the Types of Elasticity of Demand. CO2: K2
- (a) Explain the law of diminishing Marginal Utility. CO2: K3
(or)
- (b) Describe Time series for forecasting. CO2: K3

Part C

3 x 12 = 36

Answer ALL questions

Each answer should not exceed 800 words or four pages

- (a) Briefly explain the Law of Demand . CO1: K3
(or)
- (b) What are the properties of indifference curve. CO1: K2
- (a) Briefly Explain the Law of equi- marginal utility. CO2: K3
(or)
- (b) Explain brief the Law of variable proportion. CO2: K4
- (a) Discuss the Revealed Preference theory. CO3: K5
(or)
- (b) Explain the Law of supply. CO3: K2

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