B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2024

Sixth Semester

CHOICE BASED CORE COURSE - EC6CBT02 - BUSINESS ECONOMICS

Common for B.A Economics Model I, B.A Economics Model II Foreign Trade & B.A Economics Model II Insurance

2017 Admission Onwards

4DDDE5C3

Time: 3 Hours   Max. Marks : 80

Instructions to Private candidates only: This question paper contains two sections. Answer SECTION I questions in the answer-book provided. SECTION II, Internal Examination questions must be answered in the question paper itself. Follow the detailed instructions given under SECTION II

Part A

Answer any ten questions.

Each question carries 2 marks.

1. Business Economics.

2. Define the concept of Time perspective.

3. Demand.

4. Explain the changes in demand.

5. Mention any two criteria of a good forecasting method.

6. What is out of pocket cost and book cost?

7. Marginal cost.

8. Marginal cost.

9. Peak-load pricing.

10. Innovation Theory.

11. Average rate of return method.

12. Discounted cash flow method.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain the Role of managerial decision making.

14. What are the basic concepts in business economics?

15. What are the determinants of durable consumer goods?

16. Analyse Barometric method of demand forecasting.

17. Explain the properties of Cobb-Douglas production function.

18. Distinguish between actual cost and opportunity cost.

19. Distinguish between cost oriented pricing ad competition oriented pricing.

20. What is the difference between multiproduct pricing and administered pricing?

21. Profitability index.

$$(6×5=30)$$

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the various approaches to managerial decision-making.

23. Explain different types of demand elasticities with numerical illustrations.

24. Explain Baumol's sale's maximization theory.

25. Discuss capital budgeting and the steps involved in capital budgeting.

$$(2×15=30)$$