Reg. No. :

Name :

K21P 0135

IV Semester M.A. Degree (C.B.S.S. – Reg./Suppl. (Including Mercy Chance)/ Imp.) Examination, April 2021 (2014 Admission Onwards) ECONOMICS/APPLIED ECONOMICS/DEVELOPMENT ECONOMICS ECO4E08 : Business Economics

Time : 3 Hours

Max. Marks : 60

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Answer all questions. Each question carries a 1/2 mark.

- 1. Complementary goods have
 - a) Positive Cross Elasticity of demand
 - b) Negative Cross Elasticity of demand
 - c) Relatively Positive Cross Elasticity of demand
 - d) None of the above
- 2. The relationship between output and variation in one input while keeping the other factor inputs constant is
 - a) Law to returns to scale
 - b) Long runs production function
 - c) Returns to factor
 - d) Linearly homogeneous production function
- 3. The shape of TFC curve
 - a) Horizontal
 - c) U shaped

- b) Downward sloping
- d) Vertical
- 4. The demand forecasting method based on a specialized form of expert panel opinion is
 - a) Delphi method

- b) Survey method
- d) End use survey method

c) Barometric method

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PART - D

-4-

(Long Essays)

Answer any two questions. Each question carries 10 marks. No answer should exceed six pages.

- 33. Why is forecasting important to an organization ? Explain the direct and indirect methods of market forecasting.
- 34. What are the types of costs ? Explain the costs output relationship and the importance of cost reduction in the competitive market economy.
- 35. Explain the different pricing methods.
- 36. Describe the nature and scope of business economics.
- 37. What are the factors hindering business cost control in India ?
- 38. What is Balance Sheet of a business firm ? What are the inferences we get while analyzing the Balance Sheet ? (2×10=20)

Answer any four questions. Each question cames 5 mans. No answer shows exceed two and a half pages. 25. What are the different degrees of price elasticity ? Explain it in detail. 26. What are the characteristics of business economics ? and what a saw 27. Explain the limitations of pricing policy in the public sectors and 28. Explain Naive method of demand forecasting. What are its advantages and disadvantages ?

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