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

PART – A

Answer **all** questions. **Each** question carries a ½ 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
   b) Downward sloping
   c) U shaped
   d) Vertical

4. The demand forecasting method based on a specialized form of expert panel opinion is
   a) Delphi method
   b) Survey method
   c) Barometric method
   d) End use survey method

P.T.O.

PART – D

(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