



BUSINESS ECONOMICS AND FINANCIAL ANALYSIS (SM504MS)

COURSE PLANNER

Course Overview:

The present course is designed in such a way that it gives an overview of concepts of Economics. Managerial Economics enables students to understand micro environment in which markets operate how price determination is done under different kinds of competitions. Financial Analysis gives clear idea about concepts, conventions and accounting procedures along with introducing students to fundamentals of ratio analysis and interpretation of financial statements. Break Even Analysis is very helpful to the Business Concern for Decision Making, controlling and forward Strategic Planning. Ratio analysis gives an idea about financial forecasting, financial planning, controlling the business and decision making.

Prerequisites:

- Introduction to Managerial Economics & Concepts.
- Business and New Economic Environment.
- Financial Accounting Concepts.

Course Objectives:

- Understand the concepts of managerial economics and the market dynamics namely demand elasticity of demand and pricing in different market structures.
- Gain the knowledge on the production theories and cost analysis while dealing with the production and the concept of breakeven analysis.
- Examine the price-output decisions under different types of marketing structures and the significance of different forms of business organizations existing in the modern business.
- Describe the significance of the project management, capital budgeting, estimation of the projects through capital budgeting methods for choosing the best and optimal projects.
- Provide the optimal decisions for acquiring the knowledge on financial accounting, management accounting and ratio analysis.

Course Outcomes:

- Understand the elasticity of the demand of the product, different types, and measurement of elasticity of demand and factors influencing on elasticity of demand.
- Recognize the Production function, features of Iso-Quants and Iso-Costs, different types of internal economies, external economies and law of returns with appropriate examples.
- Illustrate the features, merits and demerits of different forms of business organizations existing in the modern business.
- Enumerate the concept of capital budgeting and allocations of the resources through capital budgeting methods and compute simple problems for project management.
- Evaluate different types of financial ratios for knowing liquidity and profitability positions of business concern.

How Program Outcomes are assessed:

Program Outcomes		Level	Proficiency assessed by
PO1	Engineering knowledge: Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.	2	Assignments, Tutorials, Mock Tests
PO2	Problem analysis: Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.	2	Assignments, Tutorials, Mock Tests
PO3	Design/development of solutions: Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.	2	Assignments, Tutorials, Mock Tests
PO4	Conduct investigations of complex problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.	-	-
PO5	Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.	-	-
PO6	The engineer and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice	2	Assignments, Tutorials, Mock Tests
PO7	Environment and sustainability: Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.	-	-
PO8	Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.	-	-
PO9	Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.	3	Assignments, Tutorials, Mock Tests
PO10	Communication: Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.	-	-
PO1	Project management and finance: Demonstrate knowledge and understanding of the engineering and management principles and	3	Assignments, Tutorials, Mock

1	apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.		Tests
PO1 2	Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.	-	-

- End-of-course surveys (Quarterly).
- Instructor evaluation reports (Quarterly).
- Department performance report (Quarterly).
- Student exit survey (Yearly).
- Alumni survey (Yearly).
- Alumni Advisory Board (Once or twice yearly).
- Student Advisory Committee (Once or twice yearly).

How Program Specific Outcomes are assessed:

Program Specific Outcomes (PSO)		Level	Proficiency assessed by
PSO1	Professional Skills: The ability to understand, analyze and develop computer programs in the areas related to algorithms, system software, multimedia, web design, big data analytics, and networking for efficient design of computer-based systems of varying complexity.	-	-
PSO2	Problem-Solving Skills: The ability to apply standard practices and strategies in software project development using open-ended programming environments to deliver a quality product for business success.	-	-
PSO3	Successful Career and Entrepreneurship: The ability to employ modern computer languages, environments, and platforms in creating innovative career paths to be an entrepreneur, and a zest for higher studies.	3	Assignments, Tutorials, Mock Tests

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)
4:None

- Employer satisfaction survey (Yearly).
- Alumni survey (Yearly).
- Placement records, higher education records.

SCOPE OF THE COURSE:

The student will be given an insight into what is Business theory and how to integrate with the Accounting Concepts.

The student will understand the Business theories, Business environment, and business related decisions in a day to day operations. The student will be in a position to understand the following concepts:

- **Business Economics, Demand Analysis**
- **Elasticity of Demand, Demand forecasting**
- **Theory of production & cost analysis, Production function, Break even Analysis**
- **Market Structures, Types of competition, Pricing Strategies**
- **Business & New Economic Environment**
- **Introduction to Financial accounting Financial Analysis through Ratios.**

Towards the end of the course it is expected that the students would be matured enough to understand and evaluate the Economics theories in real life situations of Business.

SYLLABUS:

UNIT – I: - Introduction to Business and Economics:

Business: Structure of Business Firm, Theory of Firm, Types of Business Entities, Limited Liability Companies, Sources of Capital for a Company, Non-Conventional Sources of Finance.

Economics: Significance of Economics, Micro and Macro Economic Concepts, Concepts and Importance of National Income, Inflation, Money Supply in Inflation, Business Cycle, Features and Phases of Business Cycle. Nature and Scope of Business Economics, Role of Business Economist, Multidisciplinary nature of Business Economics.

UNIT – II: - Demand and Supply Analysis:

Elasticity of Demand:

Elasticity, Types of Elasticity, Law of Demand, Measurement and Significance of Elasticity of Demand, Factors affecting Elasticity of Demand, Elasticity of Demand in decision making, Demand Forecasting: Characteristics of Good Demand Forecasting, Steps in Demand Forecasting, Methods of Demand Forecasting. Supply Analysis: Determinants of Supply, Supply Function & Law of Supply.

UNIT- III: - Production, Cost, and Market Structures & Pricing:

Production Analysis: Factors of Production, Production Function, Production Function with one variable input, two variable inputs, Returns to Scale, Different Types of Production Functions.

Cost analysis: Types of Costs, Short run and Long run Cost Functions.

Market Structures: Nature of Competition, Features of Perfect competition, Monopoly, Oligopoly, and Monopolistic Competition. Pricing: Types of Pricing, Product Life Cycle based Pricing, Break Even Analysis, & Cost Volume Profit Analysis.



UNIT - IV

Financial Accounting: Accounting concepts and Conventions, Accounting Equation, Double-Entry system of Accounting, Rules for maintaining Books of Accounts, Journal, Posting to Ledger, Preparation of Trial Balance, Elements of Financial Statements, and Preparation of Final Accounts.

UNIT - V

Financial Analysis through Ratios: Concept of Ratio Analysis, Liquidity Ratios, Turnover Ratios, Profitability Ratios, Proprietary Ratios, Solvency, Leverage Ratios (simple problems), Introduction to Fund Flow and Cash Flow Analysis (simple problems).

Books and References:

TEXT BOOKS

I.A.R. Aryasri, “Managerial Economics and Financial Analysis”, TMH Publications, 3rd Edition, 2007.

REFERENCE BOOKS:

II.D.N. Dwivedi, “Managerial Economics”, Vikas Publication House Pvt. Ltd, 2nd Edition, 2012.

III.S.N. Maheshwari & S.K.Maheshwari, “Financial Accounting”, Vikas Publication House Pvt.Ltd, 4th Edition, 2012.

IV.R. Narayana Swamy, “Financial Accounting- A managerial Perspective”, Pearson publications, 1st Indian Reprint Edition, 2012.

V.J.V. Prabhakar Rao & P.V. Rao, “Managerial Economics & Financial Analysis”, Maruthi Publishers, 1st Revised Edition, 2011.

VI.M.Kasi Reddy & Saraswathi, “Managerial Economics and Financial Analysis”, PHI Publications, New Delhi, 10th Revised Edition, 2012.

VII.Varshney & Maheswari, “Managerial Economics”, Sulthan Chand Publishers, 1st Revised Edition, 2009.

NPTEL Web Course:

https://onlinecourses.nptel.ac.in/noc19_hs28/preview
https://onlinecourses.nptel.ac.in/noc19_ma07/preview
https://onlinecourses.nptel.ac.in/noc19_mg01/preview

NPTEL Video Course:

<https://www.youtube.com/watch?v=51-nXPx3cw4&list=PLbMVogVj5nJTG7ahmEJc4MlcGT0hCr5ik>



<https://www.youtube.com/watch?v=vLPpF0hunwc&list=PLbMVogVj5nJRTAVF4-tueujAFiLKIV3Mo>

Relevant syllabus for GATE: Not Applicable

Relevant syllabus for IES: Not Applicable

Le ctu re No.	U ni t N o.	Date	Topics to be covered	Content to be Covered	Link for PPT	Link for PDF	Link for Small Projects / Numeri cals(if any)	Cours e learn ing outco mes	Teachi ng Metho dology	Ref ere nce
1	1	13/09/2021	OBE DEMO CLASS	• Introduction, • Firm, Industry	https://drive.google.com/file/d/1ex-407XGYSutmvpYOfBcHXVJQjILFv2/view?usp=sharing	https://drive.google.com/file/d/1z1NEjoY-eYwe7W-6wru1uDhkg2fabVR/view?usp=sharing		Understand	Chalk and talk, PPT	T1, T2
2		15/09/2021	Structure of Business Firm, Theory of Firm	• Structure of firm • Firm Activities	https://drive.google.com/file/d/1ex-407XGYSutmvpYOfBcHXVJQjILFv2/view?usp=sharing	https://drive.google.com/file/d/1z1NEjoY-eYwe7W-6wru1uDhkg2fabVR/view?usp=sharing	https://drive.google.com/file/d/1qvn_QI9-U_SoAi8vNLIpT3Ykbz7wctZ/view?usp=sharing	Explain	Chalk and talk, PPT	
3		17/09/2021	Types of Business Entities, Limited Liability Companies	• Sole proprietorship, Partnership • Characteristics	https://drive.google.com/file/d/1ex-407XGYSutmvpYOfBcHXVJQjILFv2/view?usp=sharing	https://drive.google.com/file/d/1z1NEjoY-eYwe7W-6wru1uDhkg2fabVR/view?usp=sharing	https://drive.google.com/file/d/1qvn_QI9-U_SoAi8vNLIpT3Ykbz7wctZ/view?usp=sharing	Explain	Chalk and talk, PPT	

4	20/09/2021	Sources of Capital for a Company	- Partnership & Company - Characteristics	https://drive.google.com/file/d/1SiaLinO5sD9N0vRTEWZsiotY_5TNsvcp/view?usp=sharing	https://drive.google.com/file/d/1g0DgqbNDbTIZnq2ou6AXOQvaA4yn7HQ/view?usp=sharing	https://drive.google.com/file/d/1qvn_QI9-_U_SoAi8vNLIpT3Ykbz7wctZ/view?usp=sharing	Explain	Chalk and talk, PPT
5	22/09/2021	Non-Conventional Sources of Finance	☐ Limited liability company	https://drive.google.com/file/d/1SiaLinO5sD9N0vRTEWZsiotY_5TNsvcp/view?usp=sharing	https://drive.google.com/file/d/1g0DgqbNDbTIZnq2ou6AXOQvaA4yn7HQ/view?usp=sharing	https://drive.google.com/file/d/1qvn_QI9-_U_SoAi8vNLIpT3Ykbz7wctZ/view?usp=sharing	Explain	Chalk and talk, PPT
6	24/09/2021	Significance of Economics, Micro and Macro Economic Concepts	- Types of sources - Debt vs equity Characteristics	https://drive.google.com/file/d/1HJ7nr6ZXctFD9JaOPG4jKQbMPFcZQbN/view?usp=sharing	https://drive.google.com/file/d/147k9j1QoRE3PXeQIDlv8B33flpZJ4k-c/view?usp=sharing	https://drive.google.com/file/d/1EFVy3R6wITkonP7zQCwpt0fiJOtL75ip/view?usp=sharing	Understand	Chalk and talk, PPT
7	27/09/2021	Concepts and Importance of National Income, Inflation	☐ Non-conventional sources of finance	https://drive.google.com/file/d/1SiaLinO5sD9N0vRTEWZsiotY_5TNsvcp/view?usp=sharing	https://drive.google.com/file/d/147k9j1QoRE3PXeQIDlv8B33flpZJ4k-c/view?usp=sharing	https://drive.google.com/file/d/1EFVy3R6wITkonP7zQCwpt0fiJOtL75ip/view?usp=sharing	Explain	Chalk and talk, PPT

8	29/09/2021	Money supply in Inflation, Business Cycle, Features and Phases of Business Cycle	Selling of assets, bank loans, Venture capital	https://drive.google.com/file/d/1HJ7nr6zXctFD9JaaOPG4jKQbMPFcZQbN/view?usp=sharing	https://drive.google.com/file/d/1g0DgqbNDbTIZnq2_ou6AXOQvaA4yn7HQ/view?usp=sharing	https://drive.google.com/file/d/1EFVy3R6wITkonP7zQCwpt0fiJOtL75ip/view?usp=sharing	Explain	Chalk and talk, PPT
9	1/10/2021	MOCK TEST - 1						
10	4/10/2021	Multidisciplinary of Business Economics	□ What is economics & business economics and its significance	https://drive.google.com/file/d/1HJ7nr6zXctFD9JaaOPG4jKQbMPFcZQbN/view?usp=sharing	https://drive.google.com/file/d/1T_cn84rPGBCYkib-yZ3LxN_u5Bt4OIsq/view?usp=sharing	https://drive.google.com/file/d/14gOzlRQWMkvX_JtN60DkzaCehfyiPQYr/view?usp=sharing	Explain	Chalk and talk, PPT
11	6/10/2021	Elasticity, Types of Elasticity, Law of Demand	□ Demand-definition and concept	https://drive.google.com/file/d/1t4IzT6474wiJh1_m_p0-z5O1FndDdh16/view?usp=sharing	https://drive.google.com/file/d/1T_cn84rPGBCYkib-yZ3LxN_u5Bt4OIsq/view?usp=sharing	https://drive.google.com/file/d/14gOzlRQWMkvX_JtN60DkzaCehfyiPQYr/view?usp=sharing	Explain	Chalk and talk, PPT
12	8/10/2021	Measurement and Significance of Elasticity of Demand	Price, Income and cross elasticity of demand.	https://drive.google.com/file/d/1t4IzT6474wiJh1_m_p0-z5O1FndDdh16/view?usp=sharing	https://drive.google.com/file/d/1q5btfMS5dz40t6zjeo3xeizT9wtw0YQ-/view?usp=sharing	https://drive.google.com/file/d/14gOzlRQWMkvX_JtN60DkzaCehfyiPQYr/view?usp=sharing	Explain	Chalk and talk, PPT

13		18/10/2021	Factors affecting Elasticity of Demand, Elasticity of Demand in decision making	Types- Perfectly elastic, Perfectly inelastic, unitary, Relatively elastic, Relatively inelastic.		https://drive.google.com/file/d/1q5btfMS5dz40t6zjeo3xeizT9wtw0YQ/view?usp=sharing	https://drive.google.com/file/d/14gOzlRQWMkvX_JtN60DkzaCehfyiPQYr/view?usp=sharing	Explain	Chalk and talk, PPT
14		20/10/2021	Demand Forecasting, Characteristics of Good Demand Forecasting, Steps in Demand Forecasting	□ Demand function Demand schedule- Individual and Market demand schedule	https://drive.google.com/file/d/1SiaLinO5sD9N0vRTEWZsiotY_5TNsvcp/view?usp=sharing	https://drive.google.com/file/d/1q5btfMS5dz40t6zjeo3xeizT9wtw0YQ/view?usp=sharing	https://drive.google.com/file/d/14gOzlRQWMkvX_JtN60DkzaCehfyiPQYr/view?usp=sharing	Explain	Chalk and talk, PPT
15	2	22/10/2021	Demand Forecasting, Steps in Demand Forecasting	□ Demand function Demand schedule- Individual and Market demand schedule	https://drive.google.com/file/d/1SiaLinO5sD9N0vRTEWZsiotY_5TNsvcp/view?usp=sharing	https://drive.google.com/file/d/1q5btfMS5dz40t6zjeo3xeizT9wtw0YQ/view?usp=sharing	https://drive.google.com/file/d/14gOzlRQWMkvX_JtN60DkzaCehfyiPQYr/view?usp=sharing	Explain	Chalk and talk, PPT
16		25/10/2021	Methods of Demand Forecasting	□ Demand function Demand schedule- Individual and Market demand schedule	https://drive.google.com/file/d/1TbEpSauTGFnJmFn7wbHMKsnb2rQO9n_a/view?usp=sharing	https://drive.google.com/file/d/1qUbN0huLmUQAwbUQa2AjPA_GRcIKarM/view?usp=sharing	https://drive.google.com/file/d/1vevxE329FvA_gYDQC6uYgjChS_rGQNUL/view?usp=sharing	Understand	Chalk and talk, PPT

17	27/10/2021	Determinants of Supply, Supply Function & Law of Supply	• Law of supply-Meaning & supply schedule	https://drive.google.com/file/d/1TbEpSauTGFnJmFn7wbHMkSnb2rQO9n_a/view?usp=sharing	https://drive.google.com/file/d/1e/d/1qUbN0huLmUQAwbUQa2AjPA_GRcIKarM/view?usp=sharing	https://drive.google.com/file/d/1vevxE329FvA_gYDQC6uYgjChS_rGQNUL/view?usp=sharing	Explain	Chalk and talk ,PPT	
18	29/10/2021	Factors of Production, Production Function	Determinants of supply-Cost of factors of production, Technology, Tax and subsidy	https://drive.google.com/file/d/1t4IzT6474wiJhI1_m p0-z5O1FndDdh16/view?usp=sharing	https://drive.google.com/file/d/1e/d/1qUbN0huLmUQAwbUQa2AjPA_GRcIKarM/view?usp=sharing	https://drive.google.com/file/d/1vevxE329FvA_gYDQC6uYgjChS_rGQNUL/view?usp=sharing	Explain	Chalk and talk ,PPT	T1, T2
19	Mid term examination - 1								
20	1/11/2021	Return to Scale, Different Types of Production Functions	• Production and its factors-Land, labor, Capital, Organization or enterprise. • Production function	https://drive.google.com/file/d/12StYYinJUL6TpJqVypOB0AE5NYpu7QI/view?usp=sharing	https://drive.google.com/file/d/1soCn_zBbkTG-0ZnQd23eSh_gXOow5VMK/view?usp=sharing	https://drive.google.com/file/d/18Uoj5csZRM_UXUupnPJzlx_CdrB0j4MW/view?usp=sharing	Understand	Chalk and talk ,PPT	
21	3/11/2021	Types of Costs, Short Run and Long Run Cost Functions	• Law of variable proportions – TP,AP,MP	https://drive.google.com/file/d/12StYYinJUL6TpJqVypOB0AE5NYpu7QI/view?usp=sharing	https://drive.google.com/file/d/1soCn_zBbkTG-0ZnQd23eSh_gXOow5VMK/view?usp=sharing	https://drive.google.com/file/d/18Uoj5csZRM_UXUupnPJzlx_CdrB0j4MW/view?usp=sharing	SOLVE	Chalk and talk ,PPT	

22	5/11/2021	Nature of Competition, Features of Perfect Competition	• Law of returns to scale- Increasing, Constant & Decreasing returns	https://drive.google.com/file/d/12QwZHJS9HaUCiqcRfwhkzQLsbTtvYcQu/view?usp=sharing	https://drive.google.com/file/d/1e/d/1soCn_zBbkTG-0ZnQd23eSh_gXOow5VMK/view?usp=sharing	https://drive.google.com/file/d/18Uoj5csZRM_UXUu_pnPJzlx_CdrB0_j4MW/view?usp=sharing	Explain	Chalk and talk, PPT
23	15/11/2021	Monopoly, Oligopoly and Monopolistic Competition, Types of Pricing	□ Opportunity Controllable & uncontrollable Explicit & Implicit	https://drive.google.com/file/d/12QwZHJS9HaUCiqcRfwhkzQLsbTtvYcQu/view?usp=sharing	https://drive.google.com/file/d/1e/d/1soCn_zBbkTG-0ZnQd23eSh_gXOow5VMK/view?usp=sharing	https://drive.google.com/file/d/18Uoj5csZRM_UXUu_pnPJzlx_CdrB0_j4MW/view?usp=sharing	Understand	Chalk and talk, PPT
24	17/11/2021	Product Life Cycle based Pricing, Break Even Analysis and Cost Volume Profit Analysis	• Types -Cost plus pricing, Rigid pricing, Flexible pricing, seasonal pricing. • Break even analysis	https://drive.google.com/file/d/12QwZHJS9HaUCiqcRfwhkzQLsbTtvYcQu/view?usp=sharing	https://drive.google.com/file/d/12TF1_SjZytSQD71LNOjjCnmZrvSJlgRv/view?usp=sharing	https://drive.google.com/file/d/18Uoj5csZRM_UXUu_pnPJzlx_CdrB0_j4MW/view?usp=sharing	Explain	Chalk and talk, PPT
25	22/11/2021	Accounting concepts and Conventions	• Accounting- Definition & importance • Money measurement concept • Entity concept	https://drive.google.com/file/d/1gVDEQw8sqc7ncxoCyxLRdAjq0BI6nXJW/view?usp=sharing	https://drive.google.com/file/d/12TF1_SjZytSQD71LNOjjCnmZrvSJlgRv/view?usp=sharing	https://drive.google.com/file/d/1fUAzJsRKzww01AK20Q7Dz0DYLJfJ-kBs/view?usp=sharing	Understand	Chalk and talk, PPT
26	24/11/2021	MOCK TEST - II						

27	26/11/2021	Double Entry System of Accounting	• Cost concept • Matching concept • Accrual concept • Dual aspect concept	https://drive.google.com/file/d/1BchkJAyeA-JSSuRvqqkRpRKsLVeYvsBL/view?usp=sharing	https://drive.google.com/file/d/144O6494N8uxEWpoeGf-J2U4morZbhlAR/view?usp=sharing	https://drive.google.com/file/d/1fUAzJsRKzwW01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing	Explain	Chalk and talk, PPT
28	29/11/2021	Rules for maintaining Books of Accounts	• What is Debit & credit. • Accounting equation Assets=Capital+Liabilities	https://drive.google.com/file/d/1BchkJAyeA-JSSuRvqqkRpRKsLVeYvsBL/view?usp=sharing	https://drive.google.com/file/d/1d_hDmAPWb32NQciOka3f19DE5kMo5oe/view?usp=sharing	https://drive.google.com/file/d/1fUAzJsRKzwW01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing	Explain	Chalk and talk, PPT
29	1/12/2021	Journal	• Journal-Concept & Format • Problems	https://drive.google.com/file/d/1B1dL3As1MwSvQJoN6YS5wOcIYWA01nT1/view?usp=sharing	https://drive.google.com/file/d/1d_hDmAPWb32NQciOka3f19DE5kMo5oe/view?usp=sharing	https://drive.google.com/file/d/1fUAzJsRKzwW01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing	Explain	Chalk and talk, PPT
19	3/12/2021	Production Function with one variable Input, two variable Inputs	• Journal-Concept & Format • Problems	https://drive.google.com/file/d/1TbEpSauTGfFnJmFn7wbHMksnb2rQO9n_a/view?usp=sharing	https://drive.google.com/file/d/1soCn_zBbkTG-0ZnQd23eSh_gXOow5VMK/view?usp=sharing	https://drive.google.com/file/d/1vevxE329FvA_gYDQC6uYgChS_rGQNUl/view?usp=sharing	Understand	Chalk and talk, PPT

30	3	6/12/2021	Preparation of Trial Balance	• Problems	https://drive.google.com/file/d/1B1dL3As1MwSvQJoN6YS5wOcIYWA01nT1/view?usp=sharing	https://drive.google.com/file/d/1d_hDmAPWwB32NQciOka3f19DE5kMo5oe/view?usp=sharing	https://drive.google.com/file/d/1fUAzJsRKzwW01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing	Understand	Chalk and talk ,PPT
31		8/12/2021	Elements of Financial Statements	• Problems • Profit & loss account	https://drive.google.com/file/d/1W2yuHfqgX7Z-qUriGsrYg4atEtQvWdWN/view?usp=sharing	https://drive.google.com/file/d/1mpSPnQN8gW_A-cZ-LTxnoHp5O0CczpB/view?usp=sharing	https://drive.google.com/file/d/1fUAzJsRKzwW01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing	Explain	Chalk and talk ,PPT
32		10/12/2021	PRESENTATION BY STUDENTS ON Final Accounts						
33		13/12/2021	Concept of Ratio Analysis	Concept of Ratio analysis and its importance	https://drive.google.com/file/d/10Ou5vysCrBhT2Hmw-yFSOdRbHoNFa2aI/view?usp=sharing	https://drive.google.com/file/d/1mpSPnQN8gW_A-cZ-LTxnoHp5O0CczpB/view?usp=sharing	https://drive.google.com/file/d/1fUAzJsRKzwW01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing	Explain	Chalk and talk ,PPT
34		15/12/2021	Profitability Ratios	Liquidity ratios - Theory & Problems	https://drive.google.com/file/d/10Ou5vysCrBhT2Hmw-yFSOdRbHoNFa2aI/view?usp=sharing	https://drive.google.com/file/d/1k5h841J1PfKD_v0kfpPg0DgjzppT4Lgn/view?usp=sharing	https://drive.google.com/file/d/1F2StDuKnkXzqbknCXJwBh5iOoyWq94tl/view?usp=sharing		Chalk and talk ,PPT

35		17/12/2021	Proprietary Ratios	Turnover ratios-Theory & Problems	https://drive.google.com/file/d/1t3VVsyn2EYcbHR_wE-22_GNquc0pom5l/view?usp=sharing	https://drive.google.com/file/d/1e/d/1k5h841J1PfKD_v0kfppg0DgjzppT4Lgn/view?usp=sharing	https://drive.google.com/file/d/1F2StDuKnkXzqbknCXJwBh5iOoyWq94tl/view?usp=sharing	Explain	Chalk and talk ,PPT
36		20/12/2021	PRESENTATION BY THE STUDENTS ON Ratio Analysis						
37		22/12/2021	problems in ratio analysis	Profitability ratios-Theory & Problems	https://drive.google.com/file/d/1t3VVsyn2EYcbHR_wE-22_GNquc0pom5l/view?usp=sharing	https://drive.google.com/file/d/1d_hDmAPwWb32NQciOka3f19DE5kMo5oe/view?usp=sharing	https://drive.google.com/file/d/1F2StDuKnkXzqbknCXJwBh5iOoyWq94tl/view?usp=sharing	SOLVE	Chalk and talk ,PPT
38		24/12/2021	problems in ratio analysis	Solvency ratios-Theory & problems	https://drive.google.com/file/d/1OYXODI5b_K7gM7SmSV43iZozw_djvefo/view?usp=sharing	https://drive.google.com/file/d/1-PA6yxUZgs-7ohFaWjC1eMnGMxntWnRm/viiew?usp=sharing	https://drive.google.com/file/d/1F2StDuKnkXzqbknCXJwBh5iOoyWq94tl/view?usp=sharing	SOLVE	Chalk and talk ,PPT
39		27/12/2021	PRESENTATION BY THE STUDENTS ON Ratio Analysis	Problems on Leverage ratios	https://drive.google.com/file/d/1OYXODI5b_K7gM7SmSV43iZozw_djvefo/view?usp=sharing	https://drive.google.com/file/d/16NhQMoeAQbvdnQSeQveZBFvceEWZaTnF/view?usp=sharing	https://drive.google.com/file/d/18G30viVU_UkZLgjG1BFRNDiNDib_UAbj/view?usp=sharing	SOLVE	Chalk and talk ,PPT

40	29/12/2021	problems in ratio analysis	• Ratio analysis problems	https://drive.google.com/file/d/1OYXODI5b_K7gM7SmSV43iZozw_djvefo/view?usp=sharing	https://drive.google.com/file/d/16NhQMoeAQbvdnQSeQveZBFvceEWZaTnF/view?usp=sharing	https://drive.google.com/file/d/18G3OviVU_UkZLgJG1BFRNDiNDib_UAbj/view?usp=sharing	SOLVE	Chalk and talk ,PPT	T1, T2
41	31/12/2021	problems in ratio analysis	Ratio analysis problems	https://drive.google.com/file/d/1t3VVsyn2EYcbHR_wE-22_GNquc0pom5l/view?usp=sharing			SOLVE	Chalk and talk ,PPT	
42	3/1/2022	PRESENTATION BY THE STUDENTS ON Ratio Analysis	Ratio analysis problems				Explain	Chalk and talk ,PPT	
43	5/1/2022	problems in ratio analysis	Ratio analysis problems	https://drive.google.com/file/d/1t3VVsyn2EYcbHR_wE-22_GNquc0pom5l/view?usp=sharing			SOLVE	Chalk and talk ,PPT	
44	7/1/2022	REVISION					Explain	Chalk and talk ,PPT	
II Mid Examinations									

Mapping Course Outcomes Leading to the Achievement of Program Outcomes and Program Specific Outcomes:

Course Outcomes	Program Outcomes (PO)												Program Specific Outcomes (PSO)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2	-	-	3	-	-	2	-	3	-	-	-	-
CO2	2	2	-	-	-	-	-	-	-	-	2	-	-	-	-
CO3	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-
CO4	2	2	-	-	-	-	-	-	2	-	3	-	-	-	3
CO5	-	2	2	-	-	2	-	-	3	-	2	-	-	-	2

QUESTION BANK:

UNIT-I:

Short Answer Questions-

1. Define Business Economics. [L1:REMEMBERING]
2. What is the structure of Business Firm? [L1:REMEMBERING]
3. What are the types of Business Entities? [L1:REMEMBERING]
4. What is the difference between Micro Economics and Macro Economics? [L1:REMEMBERING]
5. What is the meaning of Limited Liability Companies? [L1:REMEMBERING]
6. Explain National Income? [L2: UNDERSTANDING]

Long Answer Questions-

1. Define Business Economics (BE)? Explain its nature and scope. Illustrate how it helps in solving managerial problems. Does it (BE) have any links with any other disciplines? [L1:REMEMBERING]
2. What is the meaning of Business Cycle and what are the phases of Business Cycle? [L1:REMEMBERING]
3. What are the sources of Capital for a Company and what are the non-conventional sources of finance?
4. What are the types of Business Organizations and explain in detail? [L1:REMEMBERING]

UNIT – II

Short Answer Questions-

1. Discuss the determinants of Demand? [L6: CREATING]

2. Define Elasticity of Demand. [L1:REMEMBERING]
3. Give a short note on Statistical method. [L1:REMEMBERING]
4. What is Demand forecasting? [L1:REMEMBERING]
5. What are the determinants of Supply? [L1:REMEMBERING]

Long Answer Questions-

1. What is demand analysis, its nature and types of demand, factors determining demand?
Define law of Demand, what are its exceptions & significance.
[L1:REMEMBERING]
2. What do you understand by elasticity of demand? Explain the factors governing it, its different types of elasticity of demand and their measurements?
[L1:REMEMBERING]
3. What do you understand by demand forecasting? Explain different methods of demand forecasting.
[L1:REMEMBERING]
4. Is it necessary to accurately estimate the future demand for a product? How can you measure future demand in respect of services?
[L1:REMEMBERING]

UNIT – III

Short Answer Questions-

1. Define Production Management. [L1:REMEMBERING]
2. Write a short note on Isocosts and Isoquants. [L1:REMEMBERING]
3. What are the Least cost combination Inputs? [L1:REMEMBERING]
4. Write a short note on Break even analysis. [L1:REMEMBERING]
5. Distinguish Output costs vs Input costs. [L2: UNDERSTANDING]
6. What are the characteristics of markets? [L1:REMEMBERING]
7. Define Perfect competition. [L1:REMEMBERING]
8. What is Monopoly? [L1:REMEMBERING]
9. What are the characteristics of Business? [L1:REMEMBERING]
10. Define Skimming and Penetration Pricing. [L1:REMEMBERING]

Long Answer Questions-

11. Please write Short notes with graphs on the following: (a) Isoquants and their features (b) Cobb-Douglas production function (c) Law of increasing returns.
[L1:REMEMBERING]
12. Explain Law of returns with appropriate examples and discuss the economies of scale that accrue to a firm.
[L1:REMEMBERING]

13. Explain the different cost concepts used in the process of cost analysis. [L1:REMEMBERING]
14. Explain how the short run and long run influence the cost. [L1: REMEMBERING]
15. What is Break Even Point (BEP)? How do you determine it? [L1:REMEMBERING]
16. What is Break Even Analysis (BEA)? What are the assumptions of BEA and what is the significance and what are the limitations of BEA? [L1:REMEMBERING]
17. What do you mean by Public Enterprises and explain the forms of public enterprises. [L1:REMEMBERING]

UNIT – IV

Short Answer Questions-

1. Define Accounting. [L1:REMEMBERING]
2. What are the conventions of Accounting? [L1:REMEMBERING]
3. Give a short note on Journal and Ledger. [L1:REMEMBERING]
4. What is Trial balance? [L1:REMEMBERING]
5. Draw a format of Profit and Loss Account? [L1:REMEMBERING]
6. Draw a format of Balance Sheet? [L1:REMEMBERING]

Long Answer Questions-

1. Prepare Trail Balance from the following information in the Books of Hrishikesh: Sundry debtors - 14,000; Hrishikesh Capital A/c - 15,000; Interest from bank A/c 750; Discount received – 100; Sales returns a/c - 100; Purchase returns a/c - 200; Bank A/c - 9,500; Rent A/c - 1,000; Salaries A/c - 400; Wages A/c - 50; Purchase A/c - 2000; Sales A/c - 11,000.
2. Write down the format of Trading, Profit & Loss a/c, Balance Sheet with contents?
3. A firm's sale during the year was Rs. 4, 00, 000 of which 60% were on credit basis. The balance of debtors at the beginning and end of the year were 25,000 and 15,000 respectively. Calculate debtors' turnover ratio of the firm and find out debt collection period.
4. Journalize the following in the books of Rama Krishna Ltd for the year ended 31-Mar-2012 and also prepare ledger accounts for the same. (All Amounts in Rs.)

March 1	Rama Krishna commenced business with	40,000
March 1	Deposited into bank	15,000
March 5	Purchase goods for cash	15,000
March 7	Purchase goods from Sirisha	8,000
March 9	Retuned goods to Sirisha	1,000
March 15	Sold goods for cash	10,000
March 17	Sold goods to Anupam	5,000
March 19	Depreciation on furniture	500
March 20	Salaries paid	1,000
March 25	Commission received	1,500



UNIT – IV

Short Answer Questions-

- 1 Give a short note on types of Ratio's. [L1:REMEMBERING]
- 2 What are the Liquidity Ratios? [L1:REMEMBERING]
- 3 What are the Turnover Ratios? [L1:REMEMBERING]
- 4 What are the Profitability Ratios? [L1:REMEMBERING]
- 5 What are the Proprietary Ratios? [L1:REMEMBERING]

Long Answer Questions-

1. What is Ratio Analysis? What are its advantages and Disadvantages? [L1:REMEMBERING]
2. What is Ratio Analysis? Write are the types of ratios (Liquidity, activity, capital structure & profitability ratios) [L1:REMEMBERING]
3. What are the Solvency Ratios? [L1:REMEMBERING]
4. What are the Leverage Ratios? [L1:REMEMBERING]
5. Difference between Cash Flow Analysis and Funds Flow Analysis? [L2: UNDERSTANDING]

Objective Type

UNIT – I

1. The form of business organization that has the largest sales volume is the:
 - a. partnership.
 - b. corporation.
 - c. cooperative.
 - d. multinational.
2. The simplest form of business ownership is a:
 - a. proprietorship.
 - b. partnership.
 - c. corporation.
 - d. cooperative.
3. Which of the following is an advantage of a sole proprietorship?
 - a. ease of starting a business.
 - b. being your own boss.
 - c. pride of ownership.
 - d. all of the above.
4. The main disadvantage of a general partnership is:
 - a. the unlimited liability of the partners.
 - b. disagreement amongst partners.
 - c. shared management.
 - d. difficulty of termination.



5. A _____ is a business with two or more owners:
 - a. corporation.
 - b. conglomerate.
 - c. partnership.
 - d. public corporation.
6. A partner who is not actually involved in the partnership but lends his name for public relations purposes is a:
 - a. silent partner.
 - b. general partner.
 - c. nominal partner.
 - d. dominant partner.
7. A _____ partner is an owner who has unlimited liability and is active in managing the firm:
 - a. senior partner.
 - b. general partner.
 - c. silent partner.
 - d. limited partner.
8. Which of the following is probably the most important reason for incorporating?
 - a. limited liability of shareholders.
 - b. more money for investment.
 - c. increased flexibility.
 - d. shared management.
9. A _____ provides for the greatest degree of continuity:
 - a. general partnership.
 - b. joint venture.
 - c. corporation.
 - d. sole proprietorship.
10. The major advantage of a franchise is:
 - a. training and management assistance.
 - b. personal ownership.
 - c. nationally recognized name.
 - d. all of the above.
11. Which of the following is a characteristic of a co-operative?
 - a. profits are not subject to income tax.
 - b. one vote per share.
 - c. dividends are paid on a per share basis.
 - d. all of the above.
12. The most effective form of business organization for raising capital is the:

- a. joint venture.
 - b. partnership.
 - c. corporation.
 - d. proprietorship.
13. Co-operatives play an important role in:

- a. aerospace.
- b. agriculture.
- c. manufacturing.
- d. all of the above.

UNIT – II

- 1) Who explained the “Law of Demand”? ()
(a) Joel Dean (b) Cobb-Douglas
(c) Marshall (d) C.I.Savage&T.R.Small
- 2) Demand Curve always _____ sloping. ()
(a) Positive (b) Straight line (c) Negative (d) Vertical
- 3) Geffen goods, Veblen goods and speculations are exceptions to _____. ()
(a) Cost function (b) Production function
(c) Law of Demand (d) Finance function
- 4) Who explained the “Law of Demand”? ()
(a) Cobb-Douglas (b) Adam Smith
(c) Marshall (d) Joel Dean
- 5) When $PE = \infty$ (Price Elasticity of Demand is infinite), we call it _____. ()
(a) Relatively Elastic (b) Perfectly Inelastic
(c) Perfectly Elastic (d) Unit Elastic
- 6) Income Elasticity of demand when less than ‘0’ ($IE < 0$), it is termed as _____. ()
(a) Income Elasticity less than unity (b) Zero income Elasticity
(c) Negative Income Elasticity (d) Unit Income Elasticity
- 7) The other name of inferior goods is _____. ()
(a) Veblen goods (b) Necessaries
(c) Geffen goods (d) Diamonds
- 8) Estimation of future possible demand is called _____. ()
(a) Sales Forecasting (b) Production Forecasting
(c) Income Forecasting (d) Demand Forecasting
- 9) How many methods are employed to forecast the demand ()
(a) Three (b) Four
(c) Two (d) Five
- 10) What is the formula for Price Elasticity of Demand? ()
(a) % of change in the Price / % of change in the Demand
(b) % of change in the Demand / % of change in the Price
(c) % of change in the Demand / % of change in the Price
(d) % of change in the Demand of ‘X’ / % of change in the Price of ‘Y’
- 11) When a small change in price leads great change in the quantity demanded, we call it _____. ()
(a) Inelastic Demand (b) Negative Demand
(c) Elastic Demand (d) None
- 12) When a great change in price leads small change in the quantity demanded, we call it _____. ()

- (a) Elastic Demand (b) Positive Demand
(c) Inelastic Demand (d) None
- 13) "Coffee and Tea are the _____ goods". ()
(a) Relative (b) Complementary
(c) Substitute (d) None
- 14) Consumers Survey method is one of the Survey Methods to forecast the _____. ()
(a) Sales (b) Income
(c) Demand (d) Production
- 15) What is the formula for Income Elasticity of Demand? ()
(a) % of change in the Income / % of change in the Demand (b) % of change in the Demand / % of change in the Price
(c) % of change in the Demand / % of change in the Income (d) % of change in the Demand of 'X' / % of change in the Price of 'Y'
- 16) What is the formula for Cross Elasticity of Demand? ()
(a) % of change in the Price of 'X' / % of change in the Demand of 'Y' (b) % of change in the Demand / % of change in the Price
(c) % of change in the Demand of 'X' / % of change in the Price of 'Y' (d) % of change in the Demand / % of change in the Income
- 17) When $PE = 0$ (Price Elasticity of Demand is Zero), we call it _____. ()
(a) Relatively Elastic demand (b) Perfectly Elastic demand
(c) Perfectly Inelastic demand (d) Unit Elastic demand
- 18) When $PE \Rightarrow 1$ (Price Elasticity of Demand is greater than one), we call it _____. ()
(a) Perfectly Elastic demand (b) Perfectly inelastic demand
(c) Relatively Elastic demand (d) relatively inelastic demand
- 19) When $PE \leq 1$ (Price Elasticity of Demand is less than one), we call it _____. ()
(a) Perfectly inelastic demand (b) Relatively Elastic demand
(c) Relatively inelastic demand (d) perfectly Elastic demand
- 20) When $PE = 1$ (Price Elasticity of Demand is one), we call it _____. ()
(a) Perfectly Elastic demand (b) Perfectly inelastic demand
(c) Unit elastic demand (d) Relatively Elastic demand
- 21) When Income Elasticity of demand is Zero ($IE = 0$), It is termed as _____. ()
(a) Negative Income Elasticity (b) Unit Income Elasticity
(c) Zero Income Elasticity (d) Infinite Income Elasticity

UNIT – III

- 1) How many types of input-output relations discussed by the Law of production. ()
(a) Five (b) Four
(c) Two (d) Three
- 2) How many stages are there in 'Law of Variable Proportions'? ()
(a) Five (b) Two
(c) Three (d) Four
- 3) Congregation of body of persons assembling together to work at a certain Time and place is called as ()
(a) Firm (b) Industry
(c) Plant (d) Size
- 4) When a firm expands its Size of production by increasing all factors, It secures certain advantages, known as ()
(a) Optimum Size (b) Diseconomies of Scale
(c) Economies of Scale (d) None

- 5) When producer secures maximum output with the least cost combination Of factors of production, it is known as _____. ()
(a) Consumer's Equilibrium (b) Price Equilibrium
(c) Producer's Equilibrium (d) Firm's Equilibrium
- 6) The 'Law of Variable Proportions' is also called as _____. ()
(a) Law of fixed proportions (b) Law of returns to scale
(c) Law of variable proportions (d) None
- 7) _____ is a 'group of firms producing the same or slightly different products for the same market or using same raw material'. ()
(a) Plant (b) Firm
(c) Industry (d) Size
- 8) When proportionate increase in all inputs results in an equal Proportionate increase in output, then we call _____. ()
(a) Increasing Returns to Scale (b) Decreasing Returns to Scale
(c) Constant Returns to Scale (d) None
- 9) When different combinations of inputs yield the same level of output known as _____. ()
(a) Different Quants (b) Output differentiation
(c) Isoquants (d) Production differentiation
- 10) Conversion of inputs into output is called as _____. ()
(a) Sales (b) Income
(c) Production (d) Expenditure
- 11) When Proportionate increase in all inputs results in more than equal Proportionate increase in output, then we call _____. ()
(a) Decreasing Returns to Scale (b) Constant Returns to Scale
(c) Increasing Returns to Scale (d) None
- 12) When Proportionate increase in all inputs results in less than Equal Proportionate increase in output, then we call _____. ()
(a) Increasing Returns to Scale (b) Constant Returns to Scale
(c) Decreasing Returns to Scale (d) None
- 13) A curve showing equal amount of outlay with varying Proportions of Two inputs are called _____. ()
(a) Total Cost Curve (b) Variable Cost Curve
(c) Isocost Curve (d) Marginal Cost Curve
- 14) The cost of best alternative forgone is _____. ()
(a) Outlay cost (b) Past cost
(c) Opportunity cost (d) Future cost
- 15) If we add up total fixed cost (TFC) and total variable cost (TVC), we get _____. ()
(a) Average cost (b) Marginal cost
(c) Total cost (d) Future cost
- 16) _____ costs are theoretical costs, which are not recognized by the Accounting system. ()
(a) Past (b) Explicit
(c) Implicit (d) Historical
- 17) _____ cost is the additional cost to produce an additional unit of output. ()
(a) Incremental (b) Sunk
(c) Marginal (d) Total
- 18) _____ costs are the costs, which vary with the level of output. ()
(a) Fixed (b) Past
(c) Variable (d) Historical

- 19) _____ costs are those business costs, which do not involve any cash payment. ()
(a) Past (b) Historical
(c) Implicit (d) Explicit
- 20) The opposite of Past cost is _____. ()
(a) Historical (b) Fixed cost
(c) Future cost (d) Variable cost
- 21) _____ is a period during which the existing physical capacity of the firm can be changed. ()
(a) Market period (b) Short period
(c) Long period (d) Medium period
- 22) What is the formula for Profit-Volume Ratio? ()
(a) $(\text{Sales}/\text{Contribution}) \times 100$ (b) $(\text{Variable cost}/\text{Sales}) \times 100$
(c) $(\text{Fixed cost}/\text{Sales}) \times 100$ (d) $(\text{Contribution}/\text{Sales}) \times 100$
- 23) _____ is a point of sales at which there is neither profit nor loss. ()
(a) Maximum sales (b) Minimum sales
(c) Break-Even sales (d) Average sales
- 24) What is the formula for Margin of Safety? ()
(a) Break Even sales – Actual sales (b) Maximum sales – Actual sales
(c) Actual sales – Break Even sales (d) Actual sales – Minimum sales
- 25) What is the formula for Break-Even Point in Units? ()
(a) $\text{Contribution}/\text{Selling Price per unit}$ (b) $\text{Variable cost}/\text{Contribution per unit}$
(c) $\text{Fixed cost}/\text{Contribution per unit}$ (d) $\text{Variable cost}/\text{Selling Price per unit}$
- 26) What is the Other Name of Profit Volume Ratio? ()
(a) Cost-Volume-Profit Ratio (b) Margin of safety Ratio
(c) Marginal Ratio (d) None
- 27) What is the break-even sales amount, when selling price per unit is 10/-, Variable cost per unit is 6/- and fixed cost is 40,000/-. ()
(a) Rs. 4, 00,000/- (b) Rs. 3, 00,000/-
(c) Rs. 1, 00,000/- (d) Rs. 2, 00,000/-
- 28) ‘Contribution’ is the excess amount of Actual Sales over _____. ()
(a) Fixed cost (b) Sales
(c) Variable cost (d) Total cost
- 29) Exchange value of a unit of good expressed in terms of money is called ()
(a) Cost (b) Capital
(c) Price (d) Expenditure
- 30) The price of a product is determined by the _____ of that product. ()
(a) Place and time (b) Production and sales
(c) Demand and supply (d) Cost and income
- 31) The price at which demand and supply of a commodity equal is known as: ()
(a) High price (b) Low price
(c) Equilibrium price (d) Marginal price
- 32) A market where large number of buyers and sellers dealing in homogeneous product with perfect knowledge is called ()
(a) Imperfect competition (b) Monopoly
(c) Perfect competition (d) Monopolistic competition
- 33) In which market, single market price prevails for the commodity ()
(a) Monopoly market (b) Oligopoly market
(c) Perfect competition market (d) Duopoly market

- 34) The Price determined in the very short period is known as _____. ()
(a) Secular price (b) Normal price
(c) Market price (d) Short run price
- 35) In which period, the supply of commodity is fixed ()
(a) Short period (b) Long period
(c) Very short period (d) Very long period
- 36) Charging very high price in the beginning and reducing it gradually is called ()
(a) Differential pricing (b) Sealed bid pricing
(c) Skimming pricing (d) Penetration pricing
- 37) If monopoly arises on account of legal support or as a matter of legal Privilege, it is called as ()
(a) Private monopoly (b) Government monopoly
(c) Legal monopoly (d) Single price monopoly
- 38) Under which pricing method, price just equals the total cost ()
(a) Marginal cost pricing (b) Cost plus pricing
(c) Full cost pricing (d) Going rate pricing
- 39) _____ is a place in which goods and services are bought and sold. ()
(a) Factory (b) Workshop
(c) Market (d) Warehouse
- 40) _____ is the example for perishable goods. ()
(a) Pens (b) Belts
(c) Vegetables (d) Cloths
- 41) _____ is a form of market organization in which there is only one seller of the commodity. ()
(a) Perfect Competition (b) Duopoly
(c) Monopoly (d) Oligopoly
- 42) If average Revenue is greater than the Average cost, monopolist earns _____. ()
(a) Loss (b) No loss No profit
(c) Profit (d) None
- 43) The firm is said to be in equilibrium, when it's Marginal Cost (MC) equals to _____. ()
(a) Total cost
(b) Total revenue
(c) Marginal Revenue (d) Average Revenue
- 44) _____ is a position where the firm has no incentive either to expand or contrast its output. ()
(a) Maximum output (b) Minimum output
(c) Equilibrium (d) None
- 45) Marginal revenue, Average revenue and Demand are the same in _____ Market Environment ()
(a) Monopoly (b) Duopoly
(c) Perfect Competition (d) Imperfect Competition
- 46) _____ is a period in which supply can be increased by altering the Variable factors and fixed costs will remain constant. ()
(a) Long – run (b) Mid – term
(c) Short – run (d) Market period
- 47) The total supply of a good is produced by a single private person or firm is called as _____. ()
(a) Government Monopoly (b) Legal Monopoly
(c) Private Monopoly (d) Natural Monopoly



- 48) In perfect competition market, seller is the _____. ()
(a) Price – Maker (b) Price changer
(c) Price – Taker (d) Price Dictator
- 49) Charging Very Low price in the beginning and increasing it gradually is called _____. ()
(a) Differential pricing (b) Sealed bid Pricing
(c) Penetration Pricing (d) Skimming Pricing
- 50) If Average Revenue is less than the Average Cost, Monopoly secures _____. ()
(a) Profits (b) Abnormal Profits
(c) Losses (d) Super Profits
- 51) In Monopoly market environment, seller is the _____. ()
(a) Price - Taker (b) Price - Acceptor
(c) Price - Maker (d) None
- 52) A Partnership firm can be formed with a minimum of Two Partners and it can have a maximum of _____ Partners. ()
(a) 50 (b) 40 (c) 20 (d) 30
- 53) “People may come and people may leave, but I go on forever” is applicable to _____ Business organization. ()
(a) Sole proprietorship (b) Partnership
(c) Company (d) Joint Hindu Family
- 54) _____ is Supreme Authority for Company Organization. ()
(a) Directors (b) Debenture holders
(c) Share holders (d) Creditors
- 55) “One man one vote” Principle is adopted in _____. ()
(a) Partnership firms (b) Company
(c) Co-operative enterprises (d) Hindu family business
- 56) The management of ‘Joint Hindu Family’ business vests in the eldest member of the family, called _____. ()
(a) Director (b) Grand father
(c) Kartha (d) Manager
- 57) Minimum Two and maximum _____ members are permitted in private limited company. ()
(a) Un-limited (b) 20 (c) 50 (d) 10
- 58) Minimum _____ and maximum _____ members are permitted in public limited company. ()
(a) 50 ; Un-limited (b) 20 ; 50
(c) 7 ; Un-limited (d) 7 ; 50
- 59) Liability of sole proprietor is _____. ()
(a) Limited (b) Minimum
(c) Un-limited (d) None
- 60) Liability of Shareholder _____. ()
(a) Un-limited (b) Maximum
(c) Limited to the share capital (d) None
- 61) Certificate of commencement of business should be obtained by _____ Company to start its functions. ()
(a) Private (b) Statutory
(c) Public (d) Chartered
- 62) Company operates in more than one Country is called as _____. ()
(a) Private company (b) Government company
(c) Multinational company (d) Indian company

- 63) ____ is not required to private company to start its functions. ()
(a) Certificate of incorporation (b) Registration
(c) Certificate of commencement of business (d) None
- 64) ____ partner can enjoy profits but no liability for losses. ()
(a) Active (b) Sleeping (c) Minor (d) Nominal
- 65) In public sector unit's ownership is in the hands of _____. ()
(a) Private persons (b) Public
(c) Government (d) None
- 66) Promoting balanced regional development is one of the objectives of _____ units. ()
(a) Private sector (b) Joint sector
(c) Public sector (d) None
- 67) If either state government or central government or both have got not less than 51% of share in the organization. Then that is called _____. ()
(a) Private organization (b) Partnership organization
(c) Government organization (d) Joint sector organization

UNIT – IV

1. In which Book-keeping system, business transactions are recorded as two separate accounts at the same time? ()
(a) Single entry (b) Triple entry
(c) Double entry (d) none
2. In which Concept “Business is treated separate from the Proprietor”? ()
(a) Cost concept (b) Dual aspect concept
(c) Business entity concept (d) Matching concept
3. When a deduction allowed from the gross or catalogue price to traders; then it is called as _____. ()
(a) Cash discount (b) Credit discount
(c) Trade discount (d) None
4. “Outstanding wages” is treated as _____. ()
(a) Asset (b) Expense
(c) Liability (d) Income
5. How many types of accounts are maintained to record various types of all business transactions? ()
(a) Five (b) four
(c) Three (d) Two
6. Which connects the link between Journal and Trial Balance? ()
(a) Trading Account (b) Profit & Loss account
(c) Ledger (d) Balance sheet
7. Which assets can be converted into cash in short period? ()
(a) Fixed Assets (b) Intangible Assets
(c) Current Assets (d) Fictitious Assets



8. "Bank overdraft" is a _____. ()
(a) Asset (b) Expense
(c) Liability (d) Income
9. Profit and Loss account is prepared to find out the business _____. ()
(a) Gross result (b) Financial position
(c) Net result (d) Liquidity position
10. The statement of "Debit and credit balances of Ledger accounts" is called as _____. ()
(a) Journal (b) Ledger
(c) Trial balance (d) Balance sheet
11. _____ is a person who owes money to the firm. ()
(a) Creditor (b) Owner
(c) Debtor (d) Share holder
12. The statement reveals the financial position of a business at any given date is called ()
(a) Trading account (b) Profit and loss account
(c) Balance sheet (d) Trial balance
13. _____ is called as 'Book of Original Entry'. ()
(a) Ledger (b) Trial Balance
(c) Journal (d) Trading account
14. Debit what comes in; Credit what goes out is _____ account principle? ()
(a) Nominal (b) Personal
(c) Real (d) None
15. The process of entering transactions in to Ledger accounts known as _____. ()
(a) Journal entry (b) First entry
(c) Posting (d) None
16. Debit Expenses and Losses; Credit Incomes and Gains is _____ account principle. ()
(a) Personal (b) Real
(c) Nominal (d) None
17. "Prepaid Insurance Premium" is treated as _____. ()
(a) Gain (b) Income
(c) Asset (d) Liability
18. "Net Profit" can be found out by preparing _____. ()
(a) Trading account (b) Trial balance
(c) Profit and Loss account (d) Balance sheet

19. What is the current asset from the following? ()
(a) Creditors (b) Bills payable
(c) Debtors (d) Bank over draft
20. What is the formula for Pay Back period? ()
(a) Avg. Investment (b) Annual earnings
Avg. earnings Cost of the product
(c) Cost of the project (d) Cash inflow
Annual earnings Cash outflow
21. _____ Decision relates to the selection of assets in which funds will be invested by a firm. ()
(a) Finance (b) Dividend
(c) Investment (d) None
22. _____ Method is one of the traditional methods. ()
(a) Net present value (b) Profitability index
(c) Payback period (d) internal rate of return
23. Funds needed for short-term purpose is known as _____. ()
(a) Fixed capital management (b) Capital Budgeting
(c) Working capital management (d) Long-term capital management
24. What is the formula for Average Rate of Return (ARR)? ()
(a) Cost of the project/ Avg. earnings (b) Present value of cash inflow/ Present value of cash outflow
(c) Avg. earnings/ Avg. investment (d) Avg. investment/ Avg. earnings
25. What is the current Liability from the following? ()
(a) Bills Receivable (b) Closing stock
(c) Bills payable (d) Cash in hand
26. The Pay Back Period also called as _____. ()
(a) Current Period (b) Pay reserve method
(c) Pay off Period (d) None
27. _____ holders have preference over dividends. ()
(a) Equity share (b) Debenture
(c) Preference share (d) Ordinary share
28. _____ holders are the real owners of the company. ()
(a) Debenture (b) Preference share
(c) Equity share (d) Liability
29. Interest is paid on loan and dividend is paid for _____. ()
(a) Debenture (b) Public deposits
(c) Shares (d) Securities
30. . _____ are deducted from Current Assets, while calculating working Capital. ()
(a) Fixed Assets (b) Fixed Liabilities



(c) Current Liabilities

(d) Fictitious Assets

UNIT – V

1. A company's 'return on investment' indicates its _____. ()
(a) Solvency (b) Stock turnover
(c) Profitability (d) Debtors collection
2. Which would a business be most likely to use its 'solvency' ()
(a) Gross profit ratio (b) Debtors collection period
(c) Debt – Equity ratio (d) Current ratio
3. Higher 'Assets turnover ratio' explains _____. ()
(a) More profitability (b) Higher sales turnover
(c) Better utilization of assets (d) large liability base
4. Which of the following measures company's liquidity position ()
(a) Stock Turnover ratio (b) Debtor's collection period
(c) Current ratio (d) Net profit ratio
5. The difference between current assets and current liabilities is called _____. ()
(a) Cost of goods sold (b) Outsiders funds
(c) Working capital (d) Shareholders funds
6. Debtor's is a current asset, whereas creditor's is _____. ()
(a) Fixed Asset (b) Fixed Liability
(c) Current Liability (d) Long-term Liability
7. What is the Desirable current Ratio _____? ()
(a) 1:2 (b) 3:2 (c) 2:1 (d) 1:1
8. Long-term stability of an enterprise indicates by _____ ratios. ()
(a) Liquidity (b) Profitability
(c) Solvency (d) Turnover
9. The Liquidity ratios assess the capacity of the company to repay its _____ Liability. ()
(a) Long-term (b) Profitability
(c) Solvency (d) Turnover
10. Acid Test Ratio is also called as _____. ()
(a) Current Ratio (b) Absolute Liquid Ratio
(c) Quick Ratio (d) Debt-Equity Ratio
11. The relationship between two numerical values is called as _____. ()
(a) Account (b) Ledger
(c) Ratio (d) Discount
12. "Gross Profit" can be found out by preparing _____. ()
(a) Profit and Loss account (b) Balance sheet



(c) Trading account

(d) Trial balance

WEBSITES:

1. www.economist.com
2. www.financialexpress.com
3. <http://eac.gov.in>
4. economics.harvard.edu/
5. <http://www.econbiz.de>
6. <http://aeaweb.org/rfe/>
7. <http://www.bized.co.uk/>
8. <http://www.helsinki.fi/WebEc>
9. in.reuters.com/finance/economy
10. finmin.nic.in/the_ministry/dept_eco_affairs/dea.asp

EXPERT DETAILS:

1. Prof. Amartya Sen is Thomas W. Lamont University Professor and Professor of Economics and Philosophy, at Harvard University.
2. Philippe Aghion, Robert C. Waggoner, Professor of Economics, Harvard University.
3. Pol Antràs, Professor of Economics, Harvard University.
4. Robert J. Barro, Paul M. Warburg Professor of Economics, Harvard University.
5. Richard N. Cooper, Maurits C. Boas Professor of International Economics, Harvard University.

JOURNALS (NATIONAL & INTERNATIONAL):

1. Annual Review of Economics
2. Business Economics
3. Cambridge Journal of Economics
4. Canadian Journal of Economics
5. Comparative Technology Transfer and Society
6. Contemporary Economic Policy
7. De Economist
8. Economic History Review
9. Economic Inquiry
10. The Economic Journal



11. National Institute Economic Review
12. Oxford Review of Economic Policy
13. Quarterly Journal of Economics
14. Student Economic Review

LIST OF TOPICS FOR STUDENT SEMINARS:

1. Business Economics, its scope & application areas.
2. Demand Analysis.
3. Impact of Demand Determinants on demand.
4. Elasticity of Demand, Types & Measurement.
5. Demand Forecasting & methods of demand forecasting.
6. Factors governing demand forecasting.
7. Production Function–Isoquants and Isocosts, MRTS, Least Cost Combination of Inputs.
8. Cobb-Douglas Production function, Laws of Returns.
9. Internal and External Economies of Scale.
10. Cost Analysis: Cost concepts.
11. Break-even Analysis (BEA) - & Its applications.
12. Market structures: Types of competition.
13. Objectives and Methods of Pricing.
14. Forms of Business Organizations.
15. Public Enterprises and their types.
16. Changing Business Environment in Post-liberalization scenario.
17. Financial Analysis through ratios.

CASE STUDIES/SMALL PROJECTS:

1. Case Analysis on Ratio Analysis
2. Case Analysis on Final account problems with adjustments