



**KONERU LAKSHMAIAH
EDUCATION FOUNDATION**
(Deemed to be University, Estd. u/s. 3 of UGC Act 1956)

B.Com - Odd Sem : End Semester Exam
Academic Year:2021-2022

18CM1102 - Fundamentals of Business Economics
Set No: 2

Time:		Max.Marks: 100					
S.NO	Answer All Questions	Choice	Options	Marks	CO	CO BTL	COI BTL
1.	Discuss different types of demand with suitable examples?	choice Q-2		10Marks	CO1	2	3
2.	Discuss cross elasticity and advertisement elasticity of demand?			10Marks	CO1	2	3
3.	The concept of price elasticity helps in business decisions? comment on the statement with suitable charts?	choice Q-4		15Marks	CO1	2	3
4.	Measure demand in Automobile and pharma industry? Explain any three methods of demand estimation?			15Marks	CO1	2	3
5.	Role of different cost in business is unavoidable? Explain?	choice Q-6		10Marks	CO2	2	3
6.	Discuss risk & uncertainty? Explain?			10Marks	CO2	2	3
7.	Discuss the concept returns to scale and its outcomes with suitable data?	choice Q-8		15Marks	CO2	2	3
8.	Discuss the concept production function in short and long run with assumed data?			15Marks	CO2	2	3
9.	Discuss Iso quant properties and types with graphs?	choice Q-10		10Marks	CO3	2	3
10.	Is skimming price suitable for a new product? Comment?			10Marks	CO3	2	3
11.	Describe the concept of returns to scale and its effect on business with suitable measures?	choice Q-12		15Marks	CO3	2	3
12.	Discuss economies and diseconomies to scale?			15Marks	CO3	2	3
13.	National Income? Discuss any three methods of measuring it?	choice Q-14		10Marks	CO4	2	3
14.	Discuss the role of FDI in the development of economy?			10Marks	CO4	2	3
15.	Illustrate different phases of business cycles in economy?	choice Q-16		15Marks	CO4	2	3
16.	Explain the notable effects of New Industrial Policy with respect to LPG?			15Marks	CO4	2	3

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