



SRR & CVR Government Degree College (Autonomous), Vijayawada.
Department of Commerce
SEMESTER- II -BUSINESS ECONOMICS

UNIT -I Introduction: Meaning and Definitions of Business Economics - Nature and Scope of Business Economics -Micro and Macro Economics and their Interface.

Short Answers:

1. Define Business Economics
2. Nature of Business Economics
3. Importance of Business Economics
4. Micro Economics

Essays:

1. Define Business Economics. Explain Nature and Scope of Business Economics.
2. Define Macro Economics. Explain the scope and importance of Macro Economics.
3. Difference between Micro and Macro Economics.
4. Define Micro Economics. Explain the scope and importance of Micro Economics.

UNIT - II: Demand Analysis: Meaning and Definition of Demand - Determinants to Demand- Demand Function -Law of Demand - Demand Curve - Exceptions to Law of Demand - Elasticity of Demand - Measurements of Price Elasticity of Demand

Short Answers:

1. Determinants of Demand
2. Demand Function
3. Elasticity of Demand
4. Point Method

Essays:

1. Define Demand and explain demand determinants.
2. What are the reasons for downward sloping of Demand Curve?
3. Explain the Law of Demand. What are the exceptions to Law of Demand?
4. Explain various methods of measuring Price Elasticity of Demand.

UNIT - III: Production, Cost and Revenue Analysis: Concept of Production Function -Law of Variable Proportion -Law of Returns to Scale - Classification of Costs -Break Even Analysis - Advantages

Short Answers:

1. Concept of Production Function
2. Classification of Costs
3. Average Cost and Marginal Cost
4. Break Even Analysis



SRR & CVR Government Degree College (Autonomous), Vijayawada.
Department of Commerce
SEMESTER- II -BUSINESS ECONOMICS

Essays:

1. Explain the Law of Variable Proportions.
2. Explain the Law of Returns to Scale.
3. Define Cost. Write about Classification of Costs in detail.
4. What is Break-Even Analysis? Explain the advantages and limitations of Break-Even Analysis.

UNIT - IV: Market Structure: Concept of Market - Classification of Markets -Perfect Competition - Characteristics - Equilibrium Price -Monopoly - Characteristics - Equilibrium Under Monopoly.

Short Answers:

1. Write about the concept of market.
2. Classification of Markets.
3. Features of Perfect Competition
4. Characteristics of Monopoly.

Essays:

1. Define Market. Explain the Classification of Markets.
2. Explain the Characteristics of Perfect Competition.
3. Describe equilibrium price determination in Perfect Competition.
4. Define Monopoly. Explain Price determination under Monopoly.

UNIT - V: National Income: Meaning - Definition - Measurements of National Income - Concepts of National Income -Components of National Income-Problems in Measuring National Income

Short Answers:

1. National Income
2. GNP & NNP
3. National Income at Factor Cost
4. Per Capita Income

Essays:

1. What is National Income? Explain the various methods of Calculating National Income?
2. Discuss about various Components of National Income?
3. Define the term National Income and explain the Concepts of National Income?
4. Explain the problems in measuring the National Income.