INDIAN INSTITUTE OF MANAGEMENT & COMMERCE
DEGREE & P.G COLLEGE, An Autonomous College w.e.f 2025-2026
Sponsored by VASAVI FOUNDATION & Affiliated to OSMANIA UNIVERSITY
RE-ACCREDITED BY NAAC WITH "A+" GRADE
An ISO 21001 : 2018 Certified College
6-1-91, Adj. to Telephone Bhavan, Khairatabad, Hyderabad-500 004 Telangana, INDIA
E-mail Id: iimc1973@gmail.com / info@iimchyd.ac.in, Website: www.iimchyderabad.com / www.iimchyd.ac.in
Phones : 2323 7902, 2323 1542 Mobile : 95531 62767

BASICS OF BUSINESS ECONOMICS

UNIT – I

Short Answer Questions

1. Concepts of Business, Profession and Employment.
2. Sole Proprietorship
3. Sole Proprietorship vs Partnership
4. Define Cooperatives.
5. Public Vs Private Companies

Long Answer Questions

1. Distinguish between Business, Profession and Employment.
2. Explain the features of Sole Proprietorship form of Business.
3. Discuss the features, advantages and disadvantages of a Partnership firm.
4. Write the differences between a Public and Private Company.
5. What are the characteristics of a Company?
6. Discuss the features, advantages and disadvantages of Cooperatives.

Unit - II

Short Answer Questions

1. Definition of Business Economics.
2. Micro Vs. Macroeconomics.
3. Scarcity and Choice
4. Opportunity Cost
5. Marginal Cost and Marginal Revenue
6. Time Perspective Principle

Long Answer Questions

1. Discuss the nature and scope of Business Economics.
2. Explain the various concepts of Business Economics.
3. Discuss the relationship of Business Economics with other disciplines.

Unit - III

Short Answer Questions

1. Define Law of Demand.
2. Demand Function

3. Determinants of Demand
4. Giffen Paradox
5. Veblen Effect
6. Elasticity of Demand
7. Related goods (Substitutes and Complementary goods)
8. Cross Elasticity of Demand
9. Delphi Technique
10. Sample Survey Method
11. Census Survey
12. Demand Forecasting
13. Why does the demand curve slope downwards?

Long Answer Questions

1. Explain the Law of Demand and discuss the Exceptions to the Law of Demand.
2. Explain the Price, Income and Cross Elasticities of Demand.
3. Discuss the Extension and Contraction in the Demand Curve.
4. Explain the Shifts in the Demand Curve.
5. Explain the various techniques of Demand Forecasting.

Unit - IV

Short Answer Questions

1. Production Function
2. Short run and Long run
3. Accounting and Economic Costs
4. Fixed and Variable Cost
5. Marginal Cost
6. Sunk Cost
7. Total Product, Average Product and Marginal Product
8. Break-Even Point

Long Answer Questions

1. Explain the Law of Variable Proportions (or) Law of Diminishing Returns to Scale.
2. Explain the Law of Returns to Scale.
3. Explain Break-Even Analysis.
4. Classification of Costs.

Unit - V

Short Answer Questions

1. Market structure
2. Perfect Competition
3. Imperfect Competition
4. Monopoly
5. Oligopoly
6. Duopoly
7. Monopolistic Competition

8. Pricing strategies
9. Inflation

Long Answer Questions

1. Explain the features of Perfect Competition Market.
2. Features for Monopoly.
3. Features of Oligopoly and Monopolistic Competition markets.
4. Discuss the various Pricing strategies.

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