

# **BUSINESS ECONOMICS AND FINANCIAL ANALYSIS**

## **IMPORTANT QUESTIONS**

### **UNIT-I**

#### **SHORT QUESTIONS**

1. Business Characteristics
2. Theory of Firm
3. Micro and Macro economics
4. Non-Conventional source of finance
5. Inflation
6. Concepts of National income
7. Role of Business economist

#### **ESSAY QUESTIONS**

1. Define Business economics and explain its nature, scope and importance.
2. What is sole trading? Explain its merits and demerits.
3. Define Joint Stock company. Explain its advantages and disadvantages.
4. Explain various sources of capital.
5. What is Business Cycle and explain its phases and characteristics.

### **UNIT-II**

#### **SHORT QUESTIONS**

1. Characteristics of Good Demand forecasting
2. Law of Demand
3. Factors affecting Elasticity of Demand

#### **ESSAY QUESTIONS**

1. Define Elasticity of demand. Explain its types and measurement.
2. Describe various demand forecasting methods.
3. Discuss Law of supply.

### **UNIT-III**

#### **SHORT QUESTIONS**

1. ISOQUANT & ISOCOST
2. MRTS
3. COBB DOULAS Production function
4. Least cost combination of inputs

5. Features of Perfect competition.
6. Features of Monopoly market

### **ESSAY QUESTIONS**

1. Describe Law of variable proportion.
2. Explain Short and Long run cost functions.
3. Explain Product life cycle.
4. Explain various pricing methods
5. Explain Break even analysis.

### **UNIT-IV**

#### **SHORT QUESTIONS**

1. Double entry system
2. Journal
3. Ledger
4. Trial Balance
5. Adjustments
6. Final accounts

#### **ESSAY QUESTIONS**

1. Define financial accounting. Explain its functions.
2. Describe Accounting concepts and conventions.
3. What is Account? Explain various kinds of accounts with rules along with suitable examples.

### **UNIT-V**

#### **SHORT QUESTIONS**

1. Liquidity
2. Profitability
3. Solvency

#### **ESSAY QUESTIONS**

1. Define Ratio Analysis. Explain various ratios.

#### **NOTE:-**

##### **Practice problems on**

- Journal**
- Ledger**
- Trial Balance**
- Final accounts and**
- Ratios**