

## BUSINESS ECONOMICS AND FINANCIAL ANALYSIS (SM405ES)

### 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:

- To learn the basic business types, impact of the economy on Business and Firms specifically. To analyze the Business from the Financial Perspective.
- Provide the optimal decisions for acquiring the knowledge on financial accounting, management accounting and ratio analysis.

#### Course Outcomes:

- The students will understand the various Forms of Business and the impact of economic variables on the Business.
- The Demand, Supply, Production, Cost, Market Structure, Pricing aspects are learnt. The Students can study the firm's financial position by analysing the Financial Statements of a Company.
- 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	<b>Engineering knowledge:</b> 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	<b>Problem analysis:</b> Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles	2	Assignments, Tutorials, Mock

	of mathematics, natural sciences, and engineering sciences.		Tests
PO3	<b>Design/development of solutions:</b> 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	<b>Conduct investigations of complex problems:</b> 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	<b>Modern tool usage:</b> 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	<b>The engineer and society:</b> 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	<b>Environment and sustainability:</b> Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.	-	-
PO8	<b>Ethics:</b> Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.	-	-
PO9	<b>Individual and team work:</b> Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.	3	Assignments, Tutorials, Mock Tests
PO10	<b>Communication:</b> 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.	-	-
PO11	<b>Project management and finance:</b> Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage	3	Assignments, Tutorials, Mock Tests

	projects and in multidisciplinary environments.		
PO12	<b>Life-long learning:</b> 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	<b>Professional Skills:</b> 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	<b>Problem-Solving Skills:</b> 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	<b>Successful Career and Entrepreneurship:</b> 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**

**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.**

**Course Content:**

**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), Analysis and Interpretation (simple problems).

**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, 4<sup>th</sup> Edition, 2012.
- IV. R. Narayana Swamy, “Financial Accounting- A managerial Perspective”, Pearson publications, 1<sup>st</sup> Indian Reprint Edition, 2012.
- V. J.V. Prabhakar Rao & P.V. Rao, “Managerial Economics & Financial Analysis”, Maruthi Publishers, 1<sup>st</sup> Revised Edition, 2011.
- VI. M.Kasi Reddy & Saraswathi, “Managerial Economics and Financial Analysis”, PHI Publications, New Delhi, 10th Revised Edition, 2012.
- VII. Varshney & Maheshwari, “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_hs28/preview)

[https://onlinecourses.nptel.ac.in/noc19\\_ma07/preview](https://onlinecourses.nptel.ac.in/noc19_ma07/preview)

[https://onlinecourses.nptel.ac.in/noc19\\_mg01/preview](https://onlinecourses.nptel.ac.in/noc19_mg01/preview)

**NPTEL Video Course:**

**Relevant syllabus for GATE:** Not Applicable

**Relevant syllabus for IES:** Not Applicable

Course planner

Lecture No.	Unit No.	Topics to be covered	Link for PDF	Link for Small Projects/ Numericals(if any)	Course learning outcomes	Teaching Methodology	Reference
1	1	UNIT-1 Introduction of Business economics and accounting	<a href="https://drive.google.com/file/d/1z1NEj0Y-eYwe7W-6wru1uDhKxG2fabVR/view?usp=sharing">https://drive.google.com/file/d/1z1NEj0Y-eYwe7W-6wru1uDhKxG2fabVR/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1qvn_QI9-_U_SoAi8vNLIpT3Ykbz7wctZ/view?usp=sharing">https://drive.google.com/file/d/1qvn_QI9-_U_SoAi8vNLIpT3Ykbz7wctZ/view?usp=sharing</a>	To understand business economics	Chalk and talk ,PPT	T1,T2
2		Structure of Business Firm, Theory of Firm	<a href="https://drive.google.com/file/d/1z1NEj0Y-eYwe7W-6wru1uDhKxG2fabVR/view?usp=sharing">https://drive.google.com/file/d/1z1NEj0Y-eYwe7W-6wru1uDhKxG2fabVR/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1qvn_QI9-_U_SoAi8vNLIpT3Ykbz7wctZ/view?usp=sharing">https://drive.google.com/file/d/1qvn_QI9-_U_SoAi8vNLIpT3Ykbz7wctZ/view?usp=sharing</a>	To understand business firm	Chalk and talk ,PPT	T1
3		Types of Business Entities, Limited Liability Companies	<a href="https://drive.google.com/file/d/1z1NEj0Y-eYwe7W-6wru1uDhKxG2fabVR/view?usp=sharing">https://drive.google.com/file/d/1z1NEj0Y-eYwe7W-6wru1uDhKxG2fabVR/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1qvn_QI9-_U_SoAi8vNLIpT3Ykbz7wctZ/view?usp=sharing">https://drive.google.com/file/d/1qvn_QI9-_U_SoAi8vNLIpT3Ykbz7wctZ/view?usp=sharing</a>	To understand companies	Chalk and talk ,PPT	T1
4		Sources of Capital for a Company	<a href="https://drive.google.com/file/d/1g0DgqbNDbTIZnq2_ou6AXOQvaA4yn7HQ/view?usp=sharing">https://drive.google.com/file/d/1g0DgqbNDbTIZnq2_ou6AXOQvaA4yn7HQ/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1qvn_QI9-_U_SoAi8vNLIpT3Ykbz7wctZ/view?usp=sharing">https://drive.google.com/file/d/1qvn_QI9-_U_SoAi8vNLIpT3Ykbz7wctZ/view?usp=sharing</a>	To understand capital market	Chalk and talk ,PPT	T2
5		Non-Conventional Sources of Finance	<a href="https://drive.google.com/file/d/1g0DgqbNDbTIZnq2_ou6AXOQvaA4yn7HQ/view?usp=sharing">https://drive.google.com/file/d/1g0DgqbNDbTIZnq2_ou6AXOQvaA4yn7HQ/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1qvn_QI9-_U_SoAi8vNLIpT3Ykbz7wctZ/view?usp=sharing">https://drive.google.com/file/d/1qvn_QI9-_U_SoAi8vNLIpT3Ykbz7wctZ/view?usp=sharing</a>	To understand finance	Chalk and talk ,PPT	T2
6		Significance of Economics, Micro and Macro Economic	<a href="https://drive.google.com/file/d/147k9j1QoRE3PXeQIDiv8B33f1pZJ4k-">https://drive.google.com/file/d/147k9j1QoRE3PXeQIDiv8B33f1pZJ4k-</a>	<a href="https://drive.google.com/file/d/1EFVy3R6w1TkonP7zQCwpt0fiJ">https://drive.google.com/file/d/1EFVy3R6w1TkonP7zQCwpt0fiJ</a>	To understand economic	Chalk and talk ,PPT	T1

		Concepts	<a href="https://drive.google.com/file/d/147k9j1QoRE3PXeQIDiv8B33fIpZJ4k-c/view?usp=sharing">c/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/147k9j1QoRE3PXeQIDiv8B33fIpZJ4k-c/view?usp=sharing">OtL75ip/view?usp=sharing</a>			
7		Concepts and Importance of National Income, Inflation	<a href="https://drive.google.com/file/d/147k9j1QoRE3PXeQIDiv8B33fIpZJ4k-c/view?usp=sharing">https://drive.google.com/file/d/147k9j1QoRE3PXeQIDiv8B33fIpZJ4k-c/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1EFVy3R6wlTkonP7zQCwpt0fiJOtL75ip/view?usp=sharing">https://drive.google.com/file/d/1EFVy3R6wlTkonP7zQCwpt0fiJOtL75ip/view?usp=sharing</a>	To understand national income	Chalk and talk ,PPT	T1
8		Money supply in Inflation, Business Cycle, Features and Phases of Business Cycle	<a href="https://drive.google.com/file/d/1g0DgqbNDbTIZnq2_ou6AXOQvaA4yn7HQ/view?usp=sharing">https://drive.google.com/file/d/1g0DgqbNDbTIZnq2_ou6AXOQvaA4yn7HQ/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1EFVy3R6wlTkonP7zQCwpt0fiJOtL75ip/view?usp=sharing">https://drive.google.com/file/d/1EFVy3R6wlTkonP7zQCwpt0fiJOtL75ip/view?usp=sharing</a>	To understand business cycle	Chalk and talk ,PPT	T1
9		MOCK TEST - 1					
10		Business cycle	<a href="https://drive.google.com/file/d/1T_cn84rPGBCYkib-yZ3LxN_u5Bt4OIsq/view?usp=sharing">https://drive.google.com/file/d/1T_cn84rPGBCYkib-yZ3LxN_u5Bt4OIsq/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/14gOzlRQWMkvX_JtN60DkzaCehfyiPQYr/view?usp=sharing">https://drive.google.com/file/d/14gOzlRQWMkvX_JtN60DkzaCehfyiPQYr/view?usp=sharing</a>	To understand business economics	Chalk and talk ,PPT	T1
11		Elasticity, Types of Elasticity, Law of Demand	<a href="https://drive.google.com/file/d/1T_cn84rPGBCYkib-yZ3LxN_u5Bt4OIsq/view?usp=sharing">https://drive.google.com/file/d/1T_cn84rPGBCYkib-yZ3LxN_u5Bt4OIsq/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/14gOzlRQWMkvX_JtN60DkzaCehfyiPQYr/view?usp=sharing">https://drive.google.com/file/d/14gOzlRQWMkvX_JtN60DkzaCehfyiPQYr/view?usp=sharing</a>	To understand business law	Chalk and talk ,PPT	T1
12		Measurement and Significance of Elasticity of Demand	<a href="https://drive.google.com/file/d/1q5btfMS5dz40t6zjeo3xeizT9wtw0YQ-/view?usp=sharing">https://drive.google.com/file/d/1q5btfMS5dz40t6zjeo3xeizT9wtw0YQ-/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/14gOzlRQWMkvX_JtN60DkzaCehfyiPQYr/view?usp=sharing">https://drive.google.com/file/d/14gOzlRQWMkvX_JtN60DkzaCehfyiPQYr/view?usp=sharing</a>	To understand elasticity of demand	Chalk and talk ,PPT	T1
13		Factors affecting Elasticity of Demand, Elasticity of Demand in decision making	<a href="https://drive.google.com/file/d/1q5btfMS5dz40t6zjeo3xeizT9wtw0YQ-/view?usp=sharing">https://drive.google.com/file/d/1q5btfMS5dz40t6zjeo3xeizT9wtw0YQ-/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/14gOzlRQWMkvX_JtN60DkzaCehfyiPQYr/view?usp=sharing">https://drive.google.com/file/d/14gOzlRQWMkvX_JtN60DkzaCehfyiPQYr/view?usp=sharing</a>	To understand elasticity of demand	Chalk and talk ,PPT	T1
14		Demand Forecasting, Characteristics of Good Demand Forecasting, Steps	<a href="https://drive.google.com/file/d/1q5btfMS5dz40t6zjeo3xeizT9wtw0YQ-/view?usp=sharing">https://drive.google.com/file/d/1q5btfMS5dz40t6zjeo3xeizT9wtw0YQ-/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/14gOzlRQWMkvX_JtN60DkzaCehfyiPQYr/view?usp=sharing">https://drive.google.com/file/d/14gOzlRQWMkvX_JtN60DkzaCehfyiPQYr/view?usp=sharing</a>	To understand elasticity of demand	Chalk and talk ,PPT	T1



		in Demand Forecasting		?usp=sharing			
15	2	Demand Forecasting, Steps in Demand Forecasting	<a href="https://drive.google.com/file/d/1q5btfMS5dz40t6zjeo3xeizT9wtw0YQ-/view?usp=sharing">https://drive.google.com/file/d/1q5btfMS5dz40t6zjeo3xeizT9wtw0YQ-/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/14gOzIRQWMkvX_JtN60DkzaCehfyiPQYr/view?usp=sharing">https://drive.google.com/file/d/14gOzIRQWMkvX_JtN60DkzaCehfyiPQYr/view?usp=sharing</a>	To understand demand	Chalk and talk ,PPT	T1
16		Methods of Demand Forecasting	<a href="https://drive.google.com/file/d/1qUbN0huLmUQAawubUQa2AjPA_GRcIKarM/view?usp=sharing">https://drive.google.com/file/d/1qUbN0huLmUQAawubUQa2AjPA_GRcIKarM/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1vevxE329FvA_gYDQC6uYgjChS_rGQNUL/view?usp=sharing">https://drive.google.com/file/d/1vevxE329FvA_gYDQC6uYgjChS_rGQNUL/view?usp=sharing</a>	To understand forecasting	Chalk and talk ,PPT	T1
17		Determinants of Supply, Supply Function & Law of Supply	<a href="https://drive.google.com/file/d/1qUbN0huLmUQAawubUQa2AjPA_GRcIKarM/view?usp=sharing">https://drive.google.com/file/d/1qUbN0huLmUQAawubUQa2AjPA_GRcIKarM/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1vevxE329FvA_gYDQC6uYgjChS_rGQNUL/view?usp=sharing">https://drive.google.com/file/d/1vevxE329FvA_gYDQC6uYgjChS_rGQNUL/view?usp=sharing</a>	To understand supply	Chalk and talk ,PPT	T1
18		Factors of Production, Production Function	<a href="https://drive.google.com/file/d/1qUbN0huLmUQAawubUQa2AjPA_GRcIKarM/view?usp=sharing">https://drive.google.com/file/d/1qUbN0huLmUQAawubUQa2AjPA_GRcIKarM/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1vevxE329FvA_gYDQC6uYgjChS_rGQNUL/view?usp=sharing">https://drive.google.com/file/d/1vevxE329FvA_gYDQC6uYgjChS_rGQNUL/view?usp=sharing</a>	To understand production	Chalk and talk ,PPT	T1
19		Mid term examination - 1					
20	3	Return to Scale, Different Types of Production Functions	<a href="https://drive.google.com/file/d/1soCn_zBbkTG-0ZnQd23eSh_gXOow5VMK/view?usp=sharing">https://drive.google.com/file/d/1soCn_zBbkTG-0ZnQd23eSh_gXOow5VMK/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/18Uoj5csZRm_UXUupnPJzlx_CdrB0j4MW/view?usp=sharing">https://drive.google.com/file/d/18Uoj5csZRm_UXUupnPJzlx_CdrB0j4MW/view?usp=sharing</a>	To understand return scale	Chalk and talk ,PPT	T1
21		Types of Costs, Short Run and Long Run Cost Functions	<a href="https://drive.google.com/file/d/1soCn_zBbkTG-0ZnQd23eSh_gXOow5VMK/view?usp=sharing">https://drive.google.com/file/d/1soCn_zBbkTG-0ZnQd23eSh_gXOow5VMK/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/18Uoj5csZRm_UXUupnPJzlx_CdrB0j4MW/view?usp=sharing">https://drive.google.com/file/d/18Uoj5csZRm_UXUupnPJzlx_CdrB0j4MW/view?usp=sharing</a>	To understand short run	Chalk and talk ,PPT	T1,T3
22		Nature of Competition, Features of Perfect Competition	<a href="https://drive.google.com/file/d/1soCn_zBbkTG-0ZnQd23eSh_gXOow5VMK/view?usp=sharing">https://drive.google.com/file/d/1soCn_zBbkTG-0ZnQd23eSh_gXOow5VMK/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/18Uoj5csZRm_UXUupnPJzlx_CdrB0j4MW/view?usp=sharing">https://drive.google.com/file/d/18Uoj5csZRm_UXUupnPJzlx_CdrB0j4MW/view?usp=sharing</a>	To understand competition	Chalk and talk ,PPT	T1



			ow5VMK/view?usp=sharing	rB0j4MW/view?usp=sharing			
23	Monopoly, Oligopoly and Monopolistic Competition, Types of Pricing	<a href="https://drive.google.com/file/d/1soCn_zBbkTG-0ZnQd23eSh_gXOow5VMK/view?usp=sharing">https://drive.google.com/file/d/1soCn_zBbkTG-0ZnQd23eSh_gXOow5VMK/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/18Uoj5csZRm_UXUupnPJzlx_CdrB0j4MW/view?usp=sharing">https://drive.google.com/file/d/18Uoj5csZRm_UXUupnPJzlx_CdrB0j4MW/view?usp=sharing</a>	To understand monopolistic	Chalk and talk ,PPT	T1	
24	Product Life Cycle based Pricing, Break Even Analysis and Cost Volume Profit Analysis	<a href="https://drive.google.com/file/d/12TF1_SjZytSQD71LNOjjCnmZrvSJlgRv/view?usp=sharing">https://drive.google.com/file/d/12TF1_SjZytSQD71LNOjjCnmZrvSJlgRv/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/18Uoj5csZRm_UXUupnPJzlx_CdrB0j4MW/view?usp=sharing">https://drive.google.com/file/d/18Uoj5csZRm_UXUupnPJzlx_CdrB0j4MW/view?usp=sharing</a>	To understand volume profit	Chalk and talk ,PPT	T1	
25	Accounting concepts and Conventions	<a href="https://drive.google.com/file/d/12TF1_SjZytSQD71LNOjjCnmZrvSJlgRv/view?usp=sharing">https://drive.google.com/file/d/12TF1_SjZytSQD71LNOjjCnmZrvSJlgRv/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1fUAzJsRKzww01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing">https://drive.google.com/file/d/1fUAzJsRKzww01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing</a>	To understand accounting	Chalk and talk ,PPT	T2	
26	MOCK TEST - II						
27	Double Entry System of Accounting	<a href="https://drive.google.com/file/d/144O6494N8uxEWpoeGf-J2U4morZbhlAR/view?usp=sharing">https://drive.google.com/file/d/144O6494N8uxEWpoeGf-J2U4morZbhlAR/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1fUAzJsRKzww01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing">https://drive.google.com/file/d/1fUAzJsRKzww01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing</a>	To understand double accounting	Chalk and talk ,PPT	T2	
28	Rules for maintaining Books of Accounts	<a href="https://drive.google.com/file/d/1d_hDmAPwWb32NQciOka3f19DE5kMo5oe/view?usp=sharing">https://drive.google.com/file/d/1d_hDmAPwWb32NQciOka3f19DE5kMo5oe/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1fUAzJsRKzww01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing">https://drive.google.com/file/d/1fUAzJsRKzww01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing</a>	To understand account	Chalk and talk ,PPT	T2	
29	Journal	<a href="https://drive.google.com/file/d/1d_hDmAPwWb32NQciOka3f19DE5kMo5oe/view?usp=sharing">https://drive.google.com/file/d/1d_hDmAPwWb32NQciOka3f19DE5kMo5oe/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1fUAzJsRKzww01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing">https://drive.google.com/file/d/1fUAzJsRKzww01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing</a>	To understand journal	Chalk and talk ,PPT	T2	

30		Production Function with one variable Input, two variable Inputs	<a href="https://drive.google.com/file/d/1soCn_zBbkTG-0ZnQd23eSh_gXOow5VMK/view?usp=sharing">https://drive.google.com/file/d/1soCn_zBbkTG-0ZnQd23eSh_gXOow5VMK/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1vevxE329FvA_gYDQC6uYgiChS_rGQNUL/view?usp=sharing">https://drive.google.com/file/d/1vevxE329FvA_gYDQC6uYgiChS_rGQNUL/view?usp=sharing</a>	To understand production	Chalk and talk ,PPT	T2
31	4	Preparation of Trial Balance	<a href="https://drive.google.com/file/d/1d_hDmAPwWb32NQciOka3f19DE5kMo5oe/view?usp=sharing">https://drive.google.com/file/d/1d_hDmAPwWb32NQciOka3f19DE5kMo5oe/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1fUAzJsRKzww01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing">https://drive.google.com/file/d/1fUAzJsRKzww01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing</a>	To understand train balance	Chalk and talk ,PPT	T2
32		Elements of Financial Statements	<a href="https://drive.google.com/file/d/1mpSPnQN8gW_A_-cZ-LTxnoHp5O0CczpB/view?usp=sharing">https://drive.google.com/file/d/1mpSPnQN8gW_A_-cZ-LTxnoHp5O0CczpB/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1fUAzJsRKzww01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing">https://drive.google.com/file/d/1fUAzJsRKzww01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing</a>	To understand finance	Chalk and talk ,PPT	T2
33	5	Concept of Ratio Analysis, Profitability Ratios, Proprietary Ratios	<a href="https://drive.google.com/file/d/1mpSPnQN8gW_A_-cZ-LTxnoHp5O0CczpB/view?usp=sharing">https://drive.google.com/file/d/1mpSPnQN8gW_A_-cZ-LTxnoHp5O0CczpB/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1fUAzJsRKzww01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing">https://drive.google.com/file/d/1fUAzJsRKzww01AK20Q7Dz0DYLjfJ-kBs/view?usp=sharing</a>	To understand profitability	Chalk and talk ,PPT	T2
34		Introduction to Fund Flow Analysis	<a href="https://drive.google.com/file/d/1k5h841J1PfKD_v0kfppg0DgjzppT4Lgn/view?usp=sharing">https://drive.google.com/file/d/1k5h841J1PfKD_v0kfppg0DgjzppT4Lgn/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1F2StDuKnkXzqbknCXJwBh5iOoyWq94tl/view?usp=sharing">https://drive.google.com/file/d/1F2StDuKnkXzqbknCXJwBh5iOoyWq94tl/view?usp=sharing</a>	To understand fund flow	Chalk and talk ,PPT	T2
35		Introduction to Cash Flow Analysis	<a href="https://drive.google.com/file/d/1k5h841J1PfKD_v0kfppg0DgjzppT4Lgn/view?usp=sharing">https://drive.google.com/file/d/1k5h841J1PfKD_v0kfppg0DgjzppT4Lgn/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1F2StDuKnkXzqbknCXJwBh5iOoyWq94tl/view?usp=sharing">https://drive.google.com/file/d/1F2StDuKnkXzqbknCXJwBh5iOoyWq94tl/view?usp=sharing</a>	To understand cash flow	Chalk and talk ,PPT	T2
36		problems in ratio analysis	<a href="https://drive.google.com/file/d/1d_hDmAPwWb32NQciOka3f19DE5kMo5oe/view?usp=sharing">https://drive.google.com/file/d/1d_hDmAPwWb32NQciOka3f19DE5kMo5oe/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1F2StDuKnkXzqbknCXJwBh5iOoyWq94tl/view?usp=sharing">https://drive.google.com/file/d/1F2StDuKnkXzqbknCXJwBh5iOoyWq94tl/view?usp=sharing</a>	To understand ratio analysis	Chalk and talk ,PPT	T2

37	problems in cash flow statement	<a href="https://drive.google.com/file/d/1-PA6yxUZgs-7ohFaWjC1eMnGMxntWnRm/view?usp=sharing">https://drive.google.com/file/d/1-PA6yxUZgs-7ohFaWjC1eMnGMxntWnRm/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1F2StDuKnkXzqbknCXJwBh5iOoyWq94tl/view?usp=sharing">https://drive.google.com/file/d/1F2StDuKnkXzqbknCXJwBh5iOoyWq94tl/view?usp=sharing</a>	To understand flow	Chalk and talk ,PPT	T2
38	PRESENTATION BY THE STUDENTS ON funds flow statement	<a href="https://drive.google.com/file/d/16NhQMoEAqbvdnQSeQveZBFvceEWZaTnF/view?usp=sharing">https://drive.google.com/file/d/16NhQMoEAqbvdnQSeQveZBFvceEWZaTnF/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/18G3OviVU_UkZLgjG1BFRNDiNDib_UAbj/view?usp=sharing">https://drive.google.com/file/d/18G3OviVU_UkZLgjG1BFRNDiNDib_UAbj/view?usp=sharing</a>	To understand fund	Chalk and talk ,PPT	T2
39	problems in funds flow statement	<a href="https://drive.google.com/file/d/16NhQMoEAqbvdnQSeQveZBFvceEWZaTnF/view?usp=sharing">https://drive.google.com/file/d/16NhQMoEAqbvdnQSeQveZBFvceEWZaTnF/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/18G3OviVU_UkZLgjG1BFRNDiNDib_UAbj/view?usp=sharing">https://drive.google.com/file/d/18G3OviVU_UkZLgjG1BFRNDiNDib_UAbj/view?usp=sharing</a>	To understand flow statement	Chalk and talk ,PPT	T2
40	problems in cash flow statement	<a href="https://drive.google.com/file/d/11gSY4M3vr7vz0fGbCPOpj7gOV8EhZThB/view?usp=sharing">https://drive.google.com/file/d/11gSY4M3vr7vz0fGbCPOpj7gOV8EhZThB/view?usp=sharing</a>	<a href="https://drive.google.com/file/d/1dqVaZALrhS0S3uX2cFvS22H3R_C2ehW6/view?usp=sharing">https://drive.google.com/file/d/1dqVaZALrhS0S3uX2cFvS22H3R_C2ehW6/view?usp=sharing</a>	To understand flow statement	Chalk and talk ,PPT	T2

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- 1 D. D. Chaturvedi, S. L. Gupta, Business Economics - Theory and Applications, International Book House Pvt. Ltd. 2013.
- 2 Dhanesh K Khatri, Financial Accounting, Tata Mc –Graw Hill, 2011.
- 3 Geethika Ghosh, Piyali Gosh, Purba Roy Choudhury, Managerial Economics, 2e, Tata McGraw Hill Education Pvt. Ltd. 2012.
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- 1 D.N. Dwivedi, “Managerial Economics”, Vikas Publication House Pvt. Ltd, 2nd Edition, 2012.
- 2 S.N. Maheshwari&S.K.Maheshwari, “Financial Accounting”, Vikas Publication House Pvt.Ltd, 4th Edition, 2012.
- 3 R. NarayanaSwamy, “Financial Accounting- A managerial Perspective”, Pearson publications, 1st Indian Reprint Edition, 2012.
- 4 J.V. Prabhakar Rao & P.V. Rao, “Managerial Economics & Financial Analysis”, Maruthi Publishers, 1st Revised Edition, 2011.

- 5 M.Kasi Reddy & Saraswathi, “Managerial Economics and Financial Analysis”, PHI Publications, New Delhi, 10th Revised Edition, 2012.
- 6 Varshney & Maheswari, “Managerial Economics”, Sulthan Chand Publishers, 1st Revised Edition, 2009.
- 7 Paresh Shah, Financial Accounting for Management 2e, Oxford Press, 2015.
- 8 S. N. Maheshwari, Sunil K Maheshwari, Sharad K Maheshwari, Financial Accounting, 5e, Vikas Publications, 2013

**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-**

	Blooms Taxonomy Level	Course Outcome
1. What is the structure of Business Firm?	Understand	1
2. What are the types of Business Entities?	Understand	1
3. Define Business Economics.	Understand	1
4. What is the difference between Micro Economics and Macro Economics	Understand	1
5. What is the meaning of Limited Liability Companies?	Understand	1
6. Explain National Income?	Understand	1

**Long Answer Questions-**

S.NO	QUESTION	Blooms Taxonomy	Course Outcome
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		Level	
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?	Understand	1
2	What is the meaning of Business Cycle and what are the phases of Business Cycle?	Understand	1
3	What are the sources of Capital for a Company and what are the non-conventional sources of finance?	Understand	1
4	What are the types of Business Organizations and explain in detail?	Understand	1

### UNIT – II

#### Short Answer Questions-

S.NO	QUESTION	Blooms Taxonomy Level	Course Outcome
1	Discuss the determinants of Demand?	Understand	2
2	Define Elasticity of Demand	Understand	2
3	Give a short note on Statistical method.	Understand	2
4	What is Demand forecasting?	Understand	2
5	What are the determinants of Supply?	Understand	2

#### Long Answer Questions-

S.NO	QUESTION	Blooms Taxonomy Level	Course Outcome
1	What is demand analysis, its nature and types of demand, factors determining demand? Define law of Demand, what are its exceptions & significance.	Understand	2
2	What do you understand by elasticity of demand? Explain the factors governing it, its different types of elasticity of demand and their measurements?	Understand	2
3	What do you understand by demand forecasting? Explain different methods of demand forecasting.	Understand	2

4	Is it necessary to accurately estimate the future demand for a product? How can you measure future demand in respect of services	Understand	2
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### UNIT – III

#### Short Answer Questions-

S.NO	QUESTION	Blooms Taxonomy Level	Course Outcome
1	Define Production Management.	Understand	3
2	Write a short note on Isocosts and Isoquants	Understand	3
3	Write a short note on Break even analysis	Understand	3
4	What are the Least cost combination Inputs?	Understand	3
5	Define Skimming and Penetration Pricing.		3
6	What are the characteristics of Business?	Understand	3
7	What is Monopoly?	Understand	3
8	Define Perfect competition.	Understand	3
9	What are the characteristics of markets?	Understand	3
10	Features of Perfect Market	Understand	3

#### Long Answer Questions-

S.NO	QUESTION	Blooms Taxonomy Level	Course Outcome
1	Please write Short notes with graphs on the following: (a) Isoquants and their features (b) Cobb-Douglas production function (c) Law of increasing returns.	REMEMBERING	3
2	Explain Law of returns with appropriate examples and discuss the economies of scale that accrue to a firm	REMEMBERING	3
3	Explain the different cost concepts used in the process of cost analysis.	Understand	3
4	Explain how the short run and long run influence the cost.	REMEMBERING	3
5	What is Break Even Point (BEP)? How do you determine it?	Understand	3
6	What is Break Even Analysis (BEA)?	REMEMBERING]	3

	What are the assumptions of BEA and what is the significance and what are the limitations of BEA?		
7	What do you mean by Public Enterprises and explain the forms of public enterprises.	Understand	3

**UNIT – IV**

**Short Answer Questions-**

S.NO	QUESTION	Blooms Taxonomy Level	Course Outcome
1	Define Accounting.	[L1:REMEMBERING]	4
2	What are the conventions of Accounting?	[L1:REMEMBERING]	4
3	Give a short note on Journal and Ledger.	[L1:REMEMBERING]	4
4	What is Trial balance?	[L1:REMEMBERING]	4
5	Draw a format of Profit and Loss Account?	[L1:REMEMBERING]	4
6	Draw a format of Balance Sheet?	[L1:REMEMBERING]	4

**Long Answer Questions-**

S.NO	QUESTION	Blooms Taxonomy Level	Course Outcome
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.	Problem Solving	4
2	Write down the format of Trading, Profit & Loss a/c, Balance Sheet with contents?	REMEMBERING	4
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	Problem Solving	4



	firm and find out debt collection period.		
4	<p>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. (<u>All Amounts in Rs.</u>)</p> <p>March 1 Rama Krishna commenced business with 40,000</p> <p>March 1 Deposited into bank 15,000</p> <p>March 5 Purchase goods for cash 15,000</p> <p>March 7 Purchase goods from Sirisha 8,000</p> <p>March 9 Returned goods to Sirisha 1,000</p> <p>March 15 Sold goods for cash 10,000</p> <p>March 17 Sold goods to Anupam 5,000</p> <p>March 19 Depreciation on furniture 500</p> <p>March 20 Salaries paid 1,000</p> <p>March 25 Commission received 1,500</p>	Problem Solving	4

#### UNIT – IV

#### Short Answer Questions-

S.NO	QUESTION	Blooms Taxonomy Level	Course Outcome
1	Give a short note on types of Ratio's.	[L1:REMEMBERING]	5
2	What are the Liquidity Ratios?	[L1:REMEMBERING]	5
3	What are the Turnover Ratios?	[L1:REMEMBERING]	5
4	What are the Profitability Ratios?	[L1:REMEMBERING]	5
5	What are the Proprietary Ratios?	[L1:REMEMBERING]	5
6	What are the Solvency Ratios?	[L1:REMEMBERING]	5

7	What are the Leverage Ratios?	[L1:REMEMBERING]	5
8	Difference between Cash Flow Analysis and Funds Flow Analysis	[L2: UNDERSTANDING]	5

**Long Answer Questions-**

S.NO	QUESTION	Blooms Taxonomy Level	Course Outcome
1	What is Ratio Analysis? What are its advantages and Disadvantages?	[L1:REMEMBERING]	5
2	What is Ratio Analysis? Write are the types of ratios (Liquidity, activity, capital structure & profitability ratios)	[L1:REMEMBERING]	5

**UNIT – I**

- The form of business organization that has the largest sales volume is the:
  - partnership.
  - corporation.
  - cooperative.
  - multinational.

The simplest form of business ownership is a:

  - proprietorship.
  - partnership.
  - corporation.
  - cooperative.
- Which of the following is an advantage of a sole proprietorship?
  - ease of starting a business.
  - being your own boss.
  - pride of ownership.
  - all of the above.
- The main disadvantage of a general partnership is:
  - the unlimited liability of the partners.
  - disagreement amongst partners.
  - shared management.
  - difficulty of termination.
- A \_\_\_\_\_ is a business with two or more owners:
  - corporation.
  - conglomerate.
  - partnership.
  - public corporation.
- A partner who is not actually involved in the partnership but lends his name for public relations purposes is a:
  - silent partner.
  - general partner.
  - nominal partner.
  - dominant partner.
- A \_\_\_\_\_ partner is an owner who has unlimited liability and is active in managing the firm:
  - senior partner.
  - general partner.
  - silent partner.
  - limited partner.

7. Which of the following is probably the most important reason for incorporating?
- limited liability of shareholders.
  - more money for investment.
  - increased flexibility.
  - shared management.
8. A \_\_\_\_\_ provides for the greatest degree of continuity:
- general partnership.
  - joint venture.
  - corporation.
  - sole proprietorship.
9. The major advantage of a franchise is:
- training and management assistance.
  - personal ownership.
  - nationally recognized name.
  - 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, Veblan 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) Veblan 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  
(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 demand, 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 demand, 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

### 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 in to 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

#### 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

#### 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](http://www.economist.com)
2. [www.financialexpress.com](http://www.financialexpress.com)
3. <http://eac.gov.in>
4. [economics.harvard.edu/](http://economics.harvard.edu/)
5. <http://www.econbiz.de>

#### 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

**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.

**CASE STUDIES/SMALL PROJECTS:**

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