



MBA DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2020)

First Semester

MBA - INNOVATION ENTREPRENEURSHIP AND VENTURE DEVELOPMENT

P20IES1102: Start-up and Business Economics

COURSE OUTCOMES

- CO1:** Explain the role of managerial economics in decision making.
- CO2:** Infer the demand and supply conditions and assess the position of a company.
- CO3:** Summarise the competitive strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
- CO4:** Outline the National Income, Impact of Business cycles and the role of monetary and fiscal policy in the promoting the economic development.

Time: Two Hours

Maximum Marks: 50

Answer all the Questions: -

PART A (5 x 2 = 10 Marks)

(Answer not more than 40 words)

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|---|-----|-------------------|
| 1. List names of any two disciplines with which economics is related. | CO1 | [K ₁] |
| 2. Explain the law of demand. | CO2 | [K ₂] |
| 3. Explain any two types of cost. | CO2 | [K ₂] |
| 4. What is perfect competition. | CO3 | [K ₁] |
| 5. Define GNP. | CO4 | [K ₂] |

Answer any Four Questions: -

PART B (4 x 10 = 40 Marks)

(Answer not more than 400 words)

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| 6. a) What is Economics? Differentiate between microeconomics and macro economics in detail. | CO1 | [K ₂] |
| b) Comment on the current macroeconomic scenario prevailing in India. | CO1 | [K ₁] |

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|-----|----|--|-----|-------------------|
| 7. | a) | Discuss the Law of Demand in Detail. | CO2 | [K ₂] |
| | b) | List & Explain the Determinants of Demand in Detail. | CO2 | [K ₁] |
| 8. | a) | Comment on the different types of pricing methods. | CO3 | [K ₂] |
| | b) | Compare the features of monopoly and Duopoly. | CO3 | [K ₂] |
| 9. | a) | Differentiate between GDP & GNP in Detail. | CO2 | [K ₂] |
| | b) | Explain Business Cycle of startups. | CO1 | [K ₂] |
| 10. | a) | What is Deflation? Do you think it affects human life. | CO4 | [K ₂] |
| | b) | What do you understand by Monetary policy. Comment on Indian government's fiscal policy. | CO4 | [K ₂] |
