

Question Paper consists of FIVE units, each carrying 14 marks  
 Each unit has TWO questions; either of them should be answered  
 All parts of a question must be answered at one place

- 1.a) What is a Start-up? Explain the procedure to start it. (7M)
- 1.b) Discuss about business environment in today's scenario. (7M)
- (OR)
- 1.c) Define business organization. Explain about sole proprietorship. (7M)
- 1.d) Elucidate key features of start-ups. (7M)
- 2.a) Define managerial economics. How it helpful to the organizations to take decisions. (7M)
- 2.b) Define elasticity of demand. Explain price and income elasticity of demand. (7M)
- (OR)
- 2.c) Define Break even analysis. Explain the concept with neat graph. (7M)
- 2.d) Find out a) BEP in Units b) BEP in sales (7M)
- Fixed cost – Rs.96,000/-, Variable cost per unit – Rs.4/-, Selling price – Rs.20/-  
 Number of Units sold – 10,000 units.
- 3.a) Define production? Explain production function with two variable inputs. (7M)
- 3.b) Discuss about internal economies of scale. (7M)
- (OR)
- 3.c) What is cost? Elucidate different cost concepts. (7M)
- 3.d) Define Cobb-Douglas Production function. Discuss about factors of production. (7M)
- 4.a) What is market? Discuss different types of markets. (7M)
- 4.b) Define price and pricing. Explain different methods in pricing. (7M)
- (OR)
- 4.c) Explain characteristics of perfect competition. (7M)
- 4.d) What are the factors effecting pricing? (7M)
- 5.a) Write in brief about Double Entry System with an example. (7M)
- 5.b) Journalize the following transactions in the books of Venugopal & Co (7M)
- 1-1-2021 Commenced business with cash – Rs.3,00,000  
 3-1-2021 Cash Withdraw from bank – Rs. 30,000  
 7-1-2021 Sold goods to Hari – Rs.50,000  
 11-1-2021 Purchased Machinery worth – Rs. 40,000
- (OR)
- 5.c) Define capital budgeting and discuss IRR method (7M)
- 5.d) Amal needs Rs. 1,000 now, and will pay you back Rs. 1,350 in a year. Is that a good investment when you can get at 10% per year? (7M)
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