

F.Y.BFM - Sem I - A.T.K.T. Exam - Mar'2023

Dt :-



Maximum Marks: 75

Duration : 2 ½ hours

All Questions are Compulsory Carrying 15 Marks each.

Subject: Economics (FYBFM)

Q1 A. Match the Column: (Any 8)

Marks 8

Column A	Column B
1) Different prices in different markets	a) Dumping
2) Non- transferability of goods	b) Third degree price discrimination
3) Charging higher prices at home and low price in the world market	c) Elasticity of demand should differ in different market
4) Price discrimination to be profitable	d) Conditions for price discrimination
5) In oligopoly the products are mostly	e) Non-price completion
6) Price rigidity in oligopoly leads	f) Differentiated
7) Price leadership aims at	g) Kinked demand curve
8) Higher rate of discount	h) Avoiding price war
9) Monopolistic competition	i) OPEC
10) Oligopoly	j). Advertising cost

Q1 B. State whether the following statements are true or false (Any 7)

Marks 7

- 1) Economics is the science of choices.
- 2) In case of a non-linear curve, the slope will be different at different points.
- 3) Demand for a commodity is only the desire for the commodity.
- 4) Price expectation is an exception to the Law of Demand.
- 5) Returns to scale occurs due to indivisibility of some factors.
- 6) Average cost increases due to increase returns to scale.
- 7) Break-even analysis helps to determine sales and marketing strategies.
- 8) At break-even point $TR=TC$
- 9) For price discrimination product must differ in quality.
- 10) In dumping, a monopolist is a price taker in the world market.

Q2. Define Business Economics and its scope.

Marks 15

OR

Q2. Explain the Law of Demand with assumptions, exceptions, schedule and diagram. Marks 15

Q3. What is demand forecasting and explain its methods and steps?

Marks 15

OR

Q4. A. Reply to the following advertisement:

10

“Wanted experienced Accountants for a private firm in Mumbai. Candidates should be at least Commerce graduates and have minimum of 5 years of experience in accounting. Candidates must have knowledge about preparing financial documents such as bills and invoices, and have knowledge of GST and income tax. Candidates must also have good knowledge of MS office & TALLY accounting software as well as possess good communication skills. Competitive salary and benefits will be provided. Apply with full bio-data to Box No 3456 The Times of India Mumbai 400001”

Q 4 B. You wish to resign from the post of a Floor Manager from Phoenix Mall Viman Nagar 05

Pune. Write your resignation letter

OR

Q4 A. Uttara Feeds & Foods Ltd. requires a senior HR Manager for its office in Mumbai. Candidates should hold MBA degree in HRM or equivalent. They should have at least 5 years of experience with any reputed organization. Their responsibilities would include general administration, facilities management, statutory compliance management, and liaising with government officials. Salary will be as per qualifications and experience. Apply with full resume to careers@venkys.org .in

Q 4B. You have been offered a job of Cashier by A& Z bank. draft your letter of acceptance

Q5. Write Short Notes (any 3):

15

- I. Feedback
- II. Computer ethics
- III. Motivation as an objective of business communication
- IV. Grapevine communication
- V. E-mails as a means of communication

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