

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023
(Second Semester)

Branch –COMMERCE (COST AND MANAGEMENT ACCOUNTING)

FUNDAMENTALS OF ECONOMICS AND MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. The law of demand is measured from the perspective of _____
(i) Consumer (ii) Shopkeeper
(iii) Wholesaler (iv) Manufacturer
2. The law of variable proportions come into being when _____
(i) Two variable factors (ii) Fixed factor and variable factor
(iii) All factors are variable (iv) Variable factors yield less
3. A typical commercial banks provide _____
(i) Long term loans (ii) Medium-term loans
(iii) Short term loans (iv) Debtor and creditor
4. _____ is pervasive function.
(i) Planning (ii) Divisional planning
(iii) Departmental planning (iv) Single use planning
5. _____ of the following is not an internal motivational force.
(i) Goals (ii) Needs
(iii) Attitudes (iv) Feedback

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15 Marks)

6. a Describe the factors determinants of demand.
OR
b Prepare the short note on law of demand.
7. a Explain the factors of production function.
OR
b Outline the law of variable proportions.
8. a Narrate the principles of banking.
OR
b Analyze the measures of credit control.
9. a Explain the importance of planning in a business concern.
OR
b How is the formal authority structure of a business organization designed?
10. a Develop the qualities of a leader.
OR
b Compare between "X", "Y" and "Z" theories.

Cont...

SECTION -C (30 Marks)

Answer any **Three** questions

ALL questions carry **EQUAL** Marks

(3 x 10 = 30)

11. Discuss about the elasticity of demand.
12. Classify the concept of costs.
13. Highlight role and functions of money market in India.
14. Point out the important methods of communication..
15. Examine the need for decision-making in a business undertaking.

Z-Z-Z

END