**Long Question and Short Questions :( unit wise)**

**Unit -1:**

1. What is sole proprietorship
2. Characteristics of partnership and definition
3. Characteristics of joint stock company and definition
4. Long-term sources of finance
5. Economics definitions
6. Macro economics definition/micro economics definition
7. National income definition
8. Gross domestic product
9. Inflation
10. Cost plus inflation
11. Business cycle
12. Depression meaning or definition
13. Business economics definitions
14. What is meant by Cost analysis
15. Role of business economics
16. What is meant by Nominal partner and Contents of partnership deed
17. Types of partnership business
18. What is the difference between private and public company
19. What is business definition? and what are the different types of business
20. Theory of firm

**Long questions Unit 1:**

1. Define business and explain business structure?(very imp)
2. What are the different types of business entities and explain clearly?(very imp)
3. Distinguish between the Joint Stock Company and Partnership Company?(very imp)
4. Explain Theory of firms? (very imp)
5. What are sources of capital for a company?(very imp)
6. Analyses the Formation of Joint Stock Company?(very imp)
7. What are the features of Sole trading form of Organization?(very imp)
8. What are the advantages and limitations of partnership firm? (very imp)
9. What are the advantages and disadvantages of sole trading company? (very imp)
10. Explain Different kinds of partners? (very imp)
11. Describe the advantages and disadvantages of Joint Stock Companies? (very imp)
12. What do you mean by Joint Stock Company? What are the salient features? (very imp)
13. Define Economics and importance of Economics? (very imp)
14. Explain Micro and macro concepts of Economics? (very imp)
15. Define national income and explain Concepts and Importance of National Income? (very imp)
16. What is meant by non conventional sources of company and what are the non conventional sources of company? (very imp)
17. What is meant by Inflation and types of inflation?(very imp)
18. What is money supply in inflation and what are the types of money?(very imp)
19. Definition of business cycle and explain Features and Phases of Business cycle?(very imp)
20. Define Business Economics. Explain its Nature And Scope?(very imp)
21. Discuss the importance of Business Economics in decision making?(very imp)

22. What is Business Economics? Explain role and multidisplinary nature of business economics?

**Short questions Unit -2:**

1. Demand
2. Demand function
3. Elasticity of demand
4. Income elasticity of demand
5. Cross elasticity of demand
6. Law of demand
7. Assumptions of law of demand
8. Giffen goods
9. Demand forecasting
10. Collective opinion survey
11. Delphi method
12. Supply
13. Supply function
14. Assumptions of law of supply
15. Law of supply
16. What is price elasticity of demand and explain types
17. Demand forecasting steps
18. What is complementary goods with example
19. What is close substitutes with example
20. What is enumeration method

**Long Questions Unit 2:**

1. Define elasticity of demand and measurement types of elasticity of demand?(very imp)
2. What is meant by ‘Elasticity of Demand’? How do you measure it? (very Imp)?
3. What is cross Elasticity of Demand? Explain?
4. Explain the various factors influencing elasticity of demand
5. Explain the Measurements of elasticity of demand?(very imp)
6. Elasticity of demand in decision making?
7. Define ‘Demand’ and explain the factors that influence the demand of a product.
8. Explain law of demand and expectations of law demand with curve?(very imp)
9. What are the needs for Demand Forecasting? Explain the various methods involved in demand forecasting?(veryimp)
10. Define supply and explain Law of supply?(very imp)
11. Explain supply Function and Determinant?(very imp)
12. What are the different steps in demand forecasting? (very imp)
13. What is meant by price elasticity of demand and explain types of price elasticity of demand? (very imp)

**Short Questions Unit-3**

1. Definition of production and production function
2. Assumptions of law variable proportion
3. Increasing return to scale
4. Opportunity cost and sunk cost with example
5. Explicit cost and implicit cost with example
6. What is Law of diminishing returns
7. Fixed cost and variable cost with example with graphs
8. What is isoquant and isocot
9. Define Market and market structure
10. Perfect competition
11. Oligopoly
12. Monopoly
13. Features of monopoly
14. Sealed bid pricing
15. Market penetration and skimming pricing
16. Breakeven point and L imitations of break even analysis
17. What are the different types of production functions
18. Assumptions of cost volume profit (CVP) analysis
19. What is meant by CVP
20. What is cost
21. What is economics and accounting cost
22. What is the difference between monopoly and perfect market
23. Pricing definition and explain pricing objectives
24. What are the different cost based pricing methods
25. Product life cycle meaning with diagram

**Long Questions Unit 3:**

1. Define production function with one variable input with example?
2. Define production Function. Discuss in detail the different types of production functions?
3. What are the factors of production?
4. Explain production function with two variable inputs with example?
5. Explain return to scale and different types of production function?
6. Definition of cost and explain types of costs?
7. Discuss the role and importance of cost analysis in managerial decisions?
8. Define Market and explain types of market clearly with diagrams?
9. b) What are the important features in Market structure? a) What is perfect competition? What are its features?
10. How is market price determined under conditions of Perfect Market Competition?
11. Explain in detail, the important features of perfect competition?
12. Explain the features of Monopoly?
13. What are the different market situations in imperfect competition?
14. How can a Monopolist attain equilibrium position under conditions of monopoly?
15. What are the features of Monopolistic Competition? How can a firm attain equilibrium position?
16. Compare and contrast between Perfect competition and Monopoly.
17. State and explain Break-Even analysis and explain its importance.
18. Explain long run and short run cost analysis?
19. What is price? Explain pricing methods?
20. What is product life cycle? Explain stages with diagram?
21. What is meant by cost volume profit analysis and importance?

**Short Questions Unit -4:**

1. Accounting definition
2. Separate entity concept
3. Going concern concept
4. Money measurement concept
5. Accounting period concept
6. Accounting equation
7. Conventions of full disclosure
8. Journal with proforma
9. Ledger with proforma
10. Trial balance
11. Advantages of trial balance
12. Financial statement analysis
13. Comparative statements
14. Final accounts
15. Trading account
16. Profit and loss account
17. Balance sheet
18. Dual aspect concept
19. Periodic matching of costs and revenue concept
20. Realization concept/Accrual concept
21. Double entry system of Book-keeping.
22. Rules of accounting
23. Conservatism
24. Current assets and current liabilities with example

**Long Questions Unit 4:**

1. Explain the main objectives of Accounting and its important functions.
2. Define accounting and explain what the golden rules of accounts are?
3. Explain accounting cycle and accounting equation?
4. Explain each stage of accounting cycle?
5. Explain the following concepts and illustrate their treatment with imaginary data.

 a) Depreciation b) Prepaid expenses c) Reserve for bad and Doubtful debts

d) Income received in advance

6. Explain the following adjustments and illustrate suitably with assumed data.

a) Closing stock b) Outstanding expenses c) Prepaid Income d) Bad debts

7. What are the different Concepts and Conventions of Financial Accounting?

8. Give a brief account on the important records of Accounting under Double Entry System and discuss briefly the scope of each?

1. Explain the purpose of preparing the following accounts/statements and also elaborate the various items that appear in each of them. a) Trading Account b) Profit & Loss Account c) Balance Sheet
2. What do you understand by Double Entry Book Keeping? What are its advantages?
3. What is Trial Balance? Why it is prepared?
4. . Explain the following adjustments and illustrate suitably with assumed data.
5. Closing stock b) Outstanding expenses c) Prepaid Income d) Bad debts
6. Definition of accounting? Explain journal, ledger, trial, trading, profit and loss account, and balance sheet profamas?

**Short Questions Unit – 5:**

1. Ratio analysis
2. Advantages of ratio analysis
3. Limitations of ratio analysis
4. Fund
5. Funds flow statement
6. Working capital
7. Funds from operation
8. Importance of funds flow
9. Limitations of fund flow
10. Cash flow statement
11. Advantages of cash flow
12. Limitations of cash flow
13. Financial ratio
14. Interpretation of ratios
15. Difference between funds flow and income statement
16. Difference between funds flow and balance sheet
17. Liquidity
18. Networking capital
19. Solvency Ratios
20. Funds from operations

**Long Questions Unit 4:**

1. What is ratio analysis explain types of ratios?
2. What is liquidity ratio, activity ratio, capital structure ratio, and profitability ratios with formulas?
3. Explain the meaning of the ‘Analysis of Financial Statement
4. Discuss the importance of Ratio Analysis for inter firm and intra-firm comparison, including circumstances responsible for its limitations, if any.
5. How are ratios classified for the purpose of financial analysis? With assumed data, illustrate any two types of ratios under each category?
6. What is meant by funds flow statement and explain stages of funds flow statements?
7. Write funds flow statement proforma?
8. What is meant by cash flow statement and importance?
9. Objectives of cash flow statement and explain stages?