



KERALA AGRICULTURAL UNIVERSITY
B.Tech.(Food Technology) 2022 Admission
IV Semester Final Examination – July 2024

Beas.2209

Business Management and Economics (2+0)

Marks: 50
Time: 2 hours

- I Fill in the blanks (10x1=10)**
1. The point at which the total cost curve and total revenue curve intercept is called the.....
 2.deals with the procurement of funds and their effective utilization in the business.
 3. proposed the Hierarchy of needs theory
 4. Advertisement is ansource of recruiting.
 5.is the quantity of a commodity that is made available by the producers to its consumers at a certain price.
 6. A marketplace in which there is a lone vendor or seller is known as a
 7. The capacity of a commodity to satisfy human wants is known as
 8. The point in the production function where the total product stops increasing at an increasing rate and starts increasing at a diminishing rate is called the
 9. is the ratio of percentage change in the quantity demanded of a commodity to a percentage change in price.
 10.are items possessed by a business that will provide its benefits in future.
- II Write short notes on ANY FIVE of the following (5x2=10)**
1. Microeconomics
 2. Planning
 3. Opportunity cost
 4. Production function and list out factors of production
 5. Current ratio
 6. Supply Chain Management
 7. Inflation
- III Answer ANY FIVE of the following (5x4=20)**
1. Explain
 - (i) Gross Domestic Product at Market Prices (GDP_{MP})
 - (ii) Gross National Product at Market Prices (GNP_{MP})
 2. Explain with the help of a diagram
 - (i) Total cost
 - (ii) Total fixed cost
 - (iii) Total variable cost
 3. Explain the following with examples
 - (i) Internal Sources of recruiting
 - (ii) External Sources of recruiting
 4. What do you mean by the financial statement? List out the important financial statements. Explain the Balance sheet.
 5. List out and explain the principles of scientific management.
 6. Explain Line organization; and Line and Staff organization. Write one advantage and disadvantage of each of these organizations.
 7. Explain the five stages/ key components of supply chain management.

IV

Write an essay on ANY ONE of the following

(1x10=10)

1. Define the market. Explain the types of markets and their characteristics.
2. Explain Maslow's Hierarchy of needs theory.
