KERALA AGRICULTURAL UNIVERSITY
B.Tech.(Food Technology) 2023 & Previous Admissions
IV Semester Final Examination – June 2025

Beas.2209   **Business Management and Economics (2+0)**   Marks: 50
Time: 2 hours

I   **Fill in the blanks**   (10x1=10)
1. Science not rule of thumb principle is given by…………………
2. Income elasticity of demand for inferior goods is………………..
3. ……………..is the loss of value of fixed assets due to normal wear and tear.
4. ………………estimated the national income.
5. The shape of variable cost curve is………………..
6. When TP is maximum, MP is……………..
7. Formula of MC is………………..
8. Formula of per capital income is ……………..
9. When Ed=1, the shape of demand curve is……………..
10. "Ethics deals with the right actions of individuals" said by…………………

II   **Write short notes on ANY FIVE of the following**   (5x2=10)
1. What is production and discuss the production function.
2. What is break-even point explain with diagram.
3. What is price elasticity of demand and discuss the degree of price elasticity of demand.
4. What are the five level of needs according to Maslow?
5. What are the factors responsible for the growth of HRM?
6. What are the benefits of CSR from companies?
7. What is the main purpose of corporate governance?

III   **Answer ANY FIVE of the following**   (5x4=20)
1. Discuss the formal and informal organization.
2. What are the various skills required for a manager?
3. What is market? Discuss the perfect competition and imperfect competition.
4. Explain the relationship between AC and MC with diagram.
5. Discuss the importance, objective and function of financial management.
6. What is CSR and discuss the importance of CSR.
7. Discuss the causes of demand pull and cost push inflation.

IV   **Write an essay on ANY ONE of the following**   (1x10=10)
1. Briefly discuss the law of variable proportion.
2. Briefly discuss the law of return to scale.

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