



Rayat Shikshan Sanstha's  
**RAJARSHI CHHATRAPATI SHAHU COLLEGE, KOLHAPUR**



Department of Economics

Class: - B.Com-I (IT)

**Paper – Business Economics**

**Unit Test - 3**

**Day:-Monday**

**Date:-27/03/2023**

**Time: - 09:00 to 10:00**

**Mark -20**

**Q.1. Select the correct option to complete the given sentences.**

1. \_\_\_\_\_ is the base of marketing planning (05)

A. Demand Estimation      B. Demand analysis      C. Demand function      D. Demand forecasting

2. \_\_\_\_\_ demand forecasting is related to the business conditions prevailing in the economy as a whole

A. Macro level      B. Industry level      C. Firm level      D. None of these

3. Law of demand shows the functional relationship between \_\_\_\_\_ and quantity demanded

A. Supply      B. Cost      C. Price      D. Requirements

4. The market with a single producer''

A. perfect competition      B. monopolistic competition      C. oligopoly      D. monopoly

5. Normally the demand curve will have a \_\_\_\_\_ shape.

A. Upward sloping      B. Downward sloping      C. Vertical      D. Horizontal

**Q.2. Write Short notes (Any One) (05)**

A) Opportunity Cost

B) Marginalism

C) Incrementalism

**Q.3. Write the answers of following questions.**

A) Discuss Scope and importance of Business Economics? (10)

OR

B) Explain the Market Demand and Market Supply?