

Chapter 1:-

Nature and scope of Business Economics:-

1. What is Business all about?
 ⇒ Non-Profit Organisation ^{on} Surplus ^{on} Profit
 Profit making Organisation
2. What is Economics about?
 ⇒ Decision
3. What is mean by oikonomia? household
4. Management of household? Oikonomia
5. What was economics called in the 19th Century?
 ⇒ Political Economy
6. What was the name of book written by Adam Smith?
 ⇒ The Wealth of Nation (1776)
7. What year was Adam Smith's book publis.
 ⇒ 1776
8. What did Adam Smith's publish in 1759?
 ⇒ The Theory of moral Sentiments
9. Which of these is Adam Smith's first book?
 ⇒ The Theory of moral Sentiments.

10. What did Adam Smith write in 1776?
→ An Inquiry into the Nature Causes of the wealth of Nations.

11. Which of the following is a part of microeconomics? → Factor pricing input

12. The term 'Economics' owes its origin to the Greek word. Oikonomia

13. Oikonomia means → Management of household.

14. Adam Smith Published his master Piece "An enquiry into the nature and causes of wealth of Nations" in the year 1776

15. Business Economics is also known as?
→ Managerial Economics.

16. Concept of Business Economics was given by
→ John Dean

17. defined Business Economics in terms of the use of economic analysis in the formulation of business policies.
→ John Dean

18. Micro economics does not study.
→ General Price Level → (Macro)

19. Micro Economics is the study of
→ Individual Units of the economy

20. Business Economics relies heavily on the techniques of Micro Economics.

21. Which of the following is a normative statement?

⇒ Reducing inequality should be a major priority for mixed economies

22. An example of 'Positive' economic analysis would be:

⇒ An analysis of the relationship between the price of food & the quantity purchased.

23. Business Economics is _____ in its approach as it tackles practical problems which the firm faces in the real world. Pragmatic

⇒ Pragmatic

24. Business Economics is _____

1) Involves practical application of economic theory in business decision making

2) Incorporates tools from multiple disciplines

⇒ Both ✓

25. Business Economics is also known as?

⇒ Managerial Economics.

26. Economics is the study of

⇒ How society manages its scarce resources.