

SSR DEGREE COLLEGE (AUTONOMOUS)
SEMESTER-I
Unit Wise Important Questions

Unit – I

Short Questions (4Marks)

1. Ordinal utility analysis its assumptions
2. The concept of price line or budget line
3. Marginal Rate of substitution (MRS) ?
4. Nudge Theory
5. Role of AI in consumer decision making
6. Price effect and price consumption curve (PCC)
7. Income effect and income consumption curve (ICC)
8. Substitution effect

Long Questions (10Marks)

1. Explain the consumer's equilibrium by using indifference curve technique
2. Explain demand elasticities in digital markets
3. What is an indifference curve? What are the properties of indifference curves

Unit II Production Analysis

Short Questions (4Marks)

1. Explain the production Function and its form?
2. Explain "cob – Douglas" production function ? Linear Homogeneous production function
3. Explain the concept of "iso cost line"
4. Explain "Expansion path" ?
5. Explain marginal rate of technical substitute (MRTS)

Long Questions (10Marks)

1. The law of variable proportions ?
2. Explain automation and AI in production
3. The law of returns to scale
4. What are Economics of scale or explain internal and external Economics
5. Explain the scope of economics in digital platform and production efficiency

Unit III Cost and revenue analysis

Short Questions (4Marks)

1. Explain money cost, real costs, accounting cost opportunity cost
2. Explain the relationship between average cost and marginal cost
3. Explain the concepts of total revenue average revenue marginal revenue
4. Revenue models in digital markets

Long Questions (10Marks)

1. Describe diagrammatically the various types of costs faced by a firm in the short run and their importance
2. Distinguish between fixed costs and variable cost
3. Explain the nature of revenue curves under different market conditions

Unit IV Cost and Revenue analysis

Short Questions (4Marks)

1. What is market in economics ? Explain classification of market?
2. Explain the features of imperfect competition
3. Explain the features and kinds of monopoly
4. What is monopolistic competition ? What are its features
5. Social media impact on consumer behaviours
6. Callusion in Digital market places
7. Platform competition (Google vs apple) Under duopoly digital market condition

Long Questions (10Marks)

1. Define monopoly how price and output is determined under monopoly
2. What are the antitrust laws and digital market monopolies
3. What is monopolistic competition ? Explain the price and output determination in monopolistic competition
4. Discuss the price determination mechanism under oligopoly (Kinky demand curve hypothesis)

Unit V Analysis of business firm and pricing strategies

Short Questions (4Marks)

1. ESG (Environment social and governance consideration in business strategy
2. What is safety margin
3. What is a business firm ? What are the features of firm?
4. Role of AI in profit optimization
5. AI based pricing models in profit optimization
6. Explain P.V Ratio

Long Questions (10Marks)

1. Explain the concept of break even analysis what is its significance and limitations
2. Explain cost volume profit relationship
3. Explain different pricing strategies of the firm?