QP CODE: 25022944

Reg No : .....

Name : .....

B.COM DEGREE (CBCS) IMPROVEMENT / REAPPEARANCE/ MERCY CHANCE EXAMINATIONS, APRIL 2025

Second Semester

Complementary Course - CO2CMT02 - PRINCIPLES OF BUSINESS DECISIONS

(Common to all B.Com Degree Programmes)

2017 Admission Onwards

7BAF07E6

Time: 3 Hours Max. Marks : 80

Instructions to Private candidates only: This question paper contains two sections. Answer SECTION I questions in the answer-book provided. SECTION II, Internal examination questions must be answered in the question paper itself. Follow the detailed instructions given under SECTION II

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is Microeconomics?
2. What is meant by demand?
3. What is arc elasiticity?
4. List down the levels of demand forecasting.
5. Explain test marketing as a method of demand forecasting.
6. What is production theory?
7. What are the properties of isoquants?
8. What is cost function?
9. What is discriminating monopoly?
10. What is price war under oligopoly?
11. What is Monopsony?
12. Mention the major factors that determine the price.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What are the steps in decision making?
14. What is income elasticity? Explain its importance in business decisions.
15. What is cross elasticity? What are the types of cross elasticity?
16. When the price was Rs. 18, demand was 2000 units. When the price decreased to Rs 16, demand increased to 3000 units. Calculate price elasticity and comment on the same.
17. Differentiate between increasing returns to scale and diminishing returns to scale.
18. Explain the concept of optimum firm.
19. Distinguish between perfect competition and monopoly.
20. How is monopolistic competition different from monopoly?
21. Explain pricing under collusion in oligopoly.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Discuss the fundamental concepts applied in decision making.
23. What are the internal economies of large scale of operation?
24. Explain the concepts of Total Cost, Average Cost and Marginal Cost. Use imaginary figures to illustrate the same.
25. Explain the concept and types of price discrimination. What are the objectives of price discrimination?

(2×15=30)