QP CODE: 24019385

24019385

Reg No : .....

Name : .....

B.COM DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS, MAY 2024

Second Semester

Complementary Course - CO2CMT02 - PRINCIPLES OF BUSINESS DECISIONS

(Common to all B.Com Degree Programmes)

2017 ADMISSION ONWARDS

450573B8

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. Explain Opportunity cost.
2. What is autonomous demand?
3. Explain the managerial uses of cross elasticity of demand.
4. List down the levels of demand forecasting.
5. Calculate advertisement elasticity of demand if Q1= 10,000 units; Q2= 11,500 units; A1 = Rs. 30,000;A2= Rs. 35,000.
6. What are the assumptions of production function?
7. What is meant by constant returns to scale?
8. What is explicit cost? Write examples.
9. Distinguish between pure competition and perfect competition.
10. What is discriminating monopoly?
11. What is bilateral monopoly?
12. Mention the major factors that determine the price.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Discuss the various elements of decision making.
14. Why does demand curve slope downward?
15. Discuss the managerial uses of income elasticity of demand.
16. Write a note on the survey techniques used for demand forecasting.
17. Explain graphically the concept of Iso cost line.
18. Explain the concept of optimum firm.
19. What are the degrees of price discrimination?
20. How is monopolistic competition different from monopoly?
21. What are the characteristics of oligopoly market?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. What is price elasticity ? What are the important price elasticity concepts?
23. Explain the law of variable proportion. Illustrate with figures. Why does the law operate?
24. Explain cost output relationship in the short run and in the long-run.
25. Explain price leadership model of oligopoly. What are the different types of price leadership?

(2×15=30)