QP CODE: 20101142

20101142

Reg No : .....

Name : .....

B. COM DEGREE (CBCS) EXAMINATION, NOVEMBER 2020

Second Semester

Complementary Course - CO2CMT02 - PRINCIPLES OF BUSINESS DECISIONS

(Common for B.Com Model II Computer Applications,B.Com Model II Finance & Taxation,B.Com Model II Marketing ,B.Com Model II Travel & Tourism,B.Com Model III Office Management & Secretarial Practice ,B.Com Model III Taxation,B.Com Model III Computer Applications,B.Com Model III Travel & Tourism,B.Com Model I Computer Applications,B.Com Model I Co-operation,B.Com Model I Marketing,B.Com Model I Finance & Taxation,B.Com Model I Travel & Tourism ,B.Com Model II Logistics Management)

2017 ADMISSION ONWARDS

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Instructions for 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.**

Section I

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. Write an example of opportunity cost.
2. What is demand schedule?
3. What is meant by expansion and contraction of demand?
4. Name the methods to measure price elasticity of demand.
5. Mr. Raju consumed 200 units of product X when his monthly income was Rs.10,000. When his monthly income increased to Rs. 15,000, his consumption increased to 300 units. Calculate income elasticity of demand.
6. What is marginal product?
7. What is meant by constant returns to scale?
8. What is meant by economies of scale?
9. What is future cost?
10. What are the types of price discrimination?

11. What is bilateral monopoly?

12. Explain cost plus pricing.

(10×2=20)

Part B

Answer any six questions.

Each question carries 5 marks.

13. How is Macroeconomics different from Microeconomics?

14. How will you determine advertisement elasticity ?

15. What are the steps involved in demand forecasting?

16. Explain graphically the concept of Isoquant.

17. Explain the concept of average cost and marginal cost. What is the relationship between the two?

18. Explain how a firm under perfect competition reaches equilibrium?

19. Discuss the sources of monopoly.

20. What is non-price competition?

21. Discuss the problems in pricing a new product.

(6×5=30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. What is decision making? What are the various elements of decision making?

23. Define demand forecasting? Discuss various methods used for forecasting demand.

24. Explain the law of diminishing returns with the help of an example.

25. What is oligopoly? What are the characteristics of oligopoly?

(2×15=30)