22103142

QP CODE: 22103142

Reg No : .....

Name : .....

B.COM DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS, OCTOBER 2022

Second Semester

Complementary Course - CO2CMT02 - PRINCIPLES OF BUSINESS DECISIONS

(Common to all B.Com Degree Programmes)

For Regular Candidates: 2017 Admission Onwards

For Private Candidates : 2021 Admission Only

679BD7A5

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***

SECTION I

Part A

*Answer any **ten** questions.*

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

1. What is decision making environment?
2. What is autonomous demand?
3. What is elasticity of demand?
4. Explain the managerial uses of advertising elasticity of demand.
5. The percentage change in price is +1.5 and the percentage change in quantity demanded is -3. Calculate price elasticity and interpret the same.
6. Write the law of variable proportions.
7. What are the properties of isoquants?
8. What is envelope curve?
9. What is perfect competition?
10. What is discriminating monopoly?

11. What is monopolistic competition?

12. What is dominant price leadership?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. What is the importance of decision making?

14. What are the factors on which demand of a product depends?

15. What are the objectives of long term demand forecasting?

16. Explain the various methods of demand forecasting for new product.

17. Explain the different concepts of product.

18. Explain the concept of optimum firm.

19. Is price discrimination beneficial to society?

20. What are the characteristics of oligopoly market?

21. What do you mean by reserve price in a perfectly competitive market?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Discuss the application of economic theories in decision making.

23. Explain economies and diseconomies of large scale production.

24. Explain the major cost classifications.

25. Explain the concept of equilibrium of a firm under Perfect Competition.

(2×15=30)