18103065 (Pages : 2) Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S) EXAMINATION, JUNE 2018

Second Semester

Complementary—PRINCIPLES OF BUSINESS DECISIONS

(Common to Model I, II and III)

[2017 Admissions Only]

Time : Three Hours Maximum : 80 Marks

Part A

Answer any **ten** *questions.*
Each question carries 2 *marks.*

1. What is Micro Economics ?
2. Define theory of capital.
3. What are the steps in decision-making ?
4. What is Duopoly ?
5. Define Equilibrium price.
6. What is sunk cost ?
7. Write notes on cost output relationship.
8. State the meaning of Budget line.
9. What is demand curve ?
10. What is meant by Delphi technique ?
11. What are internal economic ?
12. What is ISO-Cost ?

(10 × 2 = 20 marks)

Part B

Answer any **six** *questions.*
Each question carries 5 *marks.*

13. Discuss various types of market structure.
14. Describe the kinked demand curve with a graph.
15. What is the importance of Decision-Making ?

Turn over

16. Discuss the types of risks faced by a business firm.
17. List out the factors which determine market demand for a commodity of your choice.
18. What is meant by total outlay method ?
19. Explain graphically the concept of ISO cost line.
20. Distinguish between accounting cost and economic cost with the help of examples.
21. Discuss the theories of Business Cycle.

(6 × 5 = 30 marks)

Part C

Answer any **two** *questions.*
Each question carries 15 *marks.*

22. Explain different types of decision.
23. What is elasticity of demand ? Explain the various factors that determine elasticity of demand.
24. Discuss the concept of production function with one variable input along with illustrations.
25. What is cost-benefit analysis ? How is it different from financial analysis. Discuss briefly the steps involved in social-cost-benefit analysis of project.

(2 × 15 = 30 marks)