QP CODE: 19101762

19101762

Reg No : .....

Name : .....

B. COM DEGREE (CBCS) EXAMINATION, MAY 2019

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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Maximum Marks: 80 **Time: 3 Hours**

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. Define Microeconomics
2. Differentiate between movement in demand and shift in demand.
3. What is advertising elasticity of demand?
4. Distinguish between short term and long term demand forecasting.
5. What is meant by Delphi technique?
6. What is production theory?
7. What is meant by diseconomies of scale?
8. What is Isoquant?
9. Differentiate between short term cost and long term cost.
10. What is duopoly?
11. What is Monopsony?
12. List different stages of product life cycle.

(10×2=20)

Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Explain the concept of time perspective with an example.
14. Explain the factors influencing elasticity of demand.
15. What are the types of income elasticity of demand?
16. State the assumptions of law of diminishing returns.
17. The short run cost-output is the relationship between output and variable costs. Discuss.
18. Graphically explain the concept of equilibrium price.

19. What is monopoly? What are its features?

20. What are the objectives of price discrimination?

21. Explain skimming pricing and penetration pricing for new products.

(6×5=30)

Part C

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

22. Explain different types of decision.

23. Explain with the suitable examples the various determinants of demand.

24. Explain the law of returns to scale with the help of an example.

25. Explain how price is determined under monopolistic competition.

(2×15=30)