E 6404 (Pages : 2) Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2019

Sixth Semester

Complementary Course II—PRINCIPLES OF BUSINESS DECISIONS

(For Model I B.Com.)

[2013 Admission onwards]

Time : Three Hours Maximum Marks : 80

Part A

Answer **all** *questions.*

Each question carries 1 *mark.*

1. What do you mean by decision making ?
2. Explain utility.
3. What is scarcity ?
4. State the objectives of demand analysis.
5. What is opportunity cost ?
6. Enlist the major groups of problems in decision making.
7. What is demand ?
8. What do you mean by economies of scale ?
9. Define Isoquant.
10. Explain Zero Marginal Utility.

(10 × 1 = 10)

Part B

Answer any **eight** *questions.*

Each question carries 2 *marks.*

11. What is Law of Diminishing Marginal Utility ?
12. What are complementary goods ?
13. What are the uses of cross elasticity of demand ?
14. Explain Kinked demand curve.

Turn over

15. What are the Difference Between Selling Cost and Production Cost ?
16. What is an Indifference curve ?
17. Explain the phases of business cycle.
18. Explain the concepts of arc and point elasticity of the demand curve of a commodity.
19. What is pricing collusion ?
20. Explain any two conditions for discriminating price ?
21. What do you mean by fiscal policy ?
22. What are the limitations of demand forecasting ?

(8 × 2 = 16)

Part C

Answer any **six** *questions.*
Each question carries 4 *marks.*

23. What is the relationship between Total utility and Marginal utility ?
24. Explain the Scope of Business economics.
25. What are the criteria of a good demand forecasting method ?
26. What are the exceptions to the law of demand ?
27. Explain the low cost price leadership model.
28. State some of the important assumptions of perfect competition.
29. Briefly explain the degrees of Price discrimination.
30. Compare Monopoly and perfect competition.
31. What are the properties of Indifference Curve ?

(6 × 4 = 24)

Part D

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

32. Explain in detail the various types of costs.
33. Explain the law of equi- marginal utility. State it importance and its criticisms.
34. What are the methods of demand forecasting ?
35. Explain the different phases of business cycle. Explain how business cycle affect large firms.

(2 × 15 = 30)