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Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2024

Sixth Semester

Complementary Course II—PRINCIPLES OF BUSINESS DECISIONS

(For Model I B.Com.)

[2013—2016 Admissions]

Time : Three Hours | Maximum Marks : 80

Part A

Answer **all** *questions.*
Each question carries 1 *mark.*

1. What is forward planning ?
2. Define managerial economics.
3. Define Law of Demand.
4. What is derived demand ?
5. Define Advertisement elasticity.
6. State the law of production.
7. What is price discrimination ?
8. Distinguish between 'Duopoly' and 'Monopoly'.
9. What is cost plus pricing ?
10. Define the term inflation.

(10 × 1 = 10)

Part B

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

11. Explain the variuos elements of decision making.
12. Explain the law of diminishing marginal utility.
13. Define cross elasticity of demand and state its importance.
14. Explain the price elasticity of demand in business decisions.
15. List the merits of survey method of demand forecasting.
16. Define production function.

Turn over

17. What are the properties of iso-cost curves ?
18. Mention the diseconomies of scale.
19. What are the characteristics of monopoly ?
20. Differentiate between Price skimming and Price penetration.
21. Explain the features of price leadership.
22. Write a short note on innovation theory of business cycle.

(8 × 2 = 16)

Part C

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

23. "Manageria economics is applied micro economics." Elucidate.
24. How does the analysis of demand contribute to the business decision making ?
25. What are the determinants of market demand for a commodity ?
26. Distinguish between demand for normal goods and demand for inferior goods.
27. Outline the trend projection method of demand forecasting.
28. What is marginal rate of technical substitution ? Explain.
29. What are the features of perfect competition ? Explain.
30. Discuss the techniques of multiple product pricing.
31. Discuss the monetary theory of business cycle.

(6 × 4 = 24)

Part D

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

32. Explain the concept of income elasticity of demand and its role in business decisions.
33. Explain what kind of pricing strategy is adopted over the life-cycle of a product.
34. How does a firm make its pricing and output decisions under monopolistic competition ?
35. Briefly explain the various measures to control business cycle.

(2 × 15 = 30)