B.COM DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS, MAY 2023

Second Semester

Complementary Course - CO2CMT02 - PRINCIPLES OF BUSINESS DECISIONS

(Common to all B.Com Degree Programmes)

2017 Admission Onwards

B5D4AA24

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***

Part A

*Answer any **ten** questions.*

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

1. Write an example of opportunity cost.

2. What do you mean by related goods?

3. Name the methods to measure price elasticity of demand.

4. What is advertising elasticity of demand?

5. Distinguish between short term and long term demand forecasting.

6. Define production function.

7. What is meant by economies of scale?

8. What is an optimum firm?

9. What is imperfect competition?

10. What is dumping? Why is it considered as price discrimination?

11. What is low cost price leadership?

12. What is reserve price?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. What are the steps in decision making?

14. Explain the concept of movement and shift in demand.

15. What is income elasticity? What are the types of income elasticities?

16. Quantity sold was 6000 when the price was Rs 16 per unit. When the price was Rs 8 per unit, quantity sold was 12000. Find out the price elasticity. Comment on the same.

17. Explain the different concepts of product.

18. Explain any five concepts of cost.

19. What are the objectives of pricing?

20. How is monopolistic competition different from monopoly?

21. Explain kinked demand curve theory.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain different approaches for forecasting demand for new products as suggested by Prof. Joel Dean.

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

24. Explain cost output relationship in the short-run and in the long-run.

25. Explain price and output determination under monopoly.

(2×15=30)