21103182

B.COM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, DECEMBER 2021

Second Semester

Complementary Course - CO2CMT02 - PRINCIPLES OF BUSINESS DECISIONS

(Common for 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 Computer Applications, B.Com Model II Finance & Taxation, B.Com Model II Marketing, B.Com Model II Logistics Management, 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)

For Regular Candidates : 2017 Admission Onwards

For Private Candidates : 2020 Admission Only

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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**

SECTION I

Part A

Answer any **ten** *questions.*

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

1. What is a decision?

2. Write any two limitations of law of demand.

3. What is meant by company demand and industry demand? Write an example.

4. What is price elasticity of demand?

5. What is cross elasticity of demand?

6. What is average product?

7. What is the role of law of diminishing returns in decision making?

8. Why two isoquants never intersect each other?

9. What is cost function?

10. Distinguish between pure competition and perfect competition.

11. What is absolute monopoly?

12. Explain cost plus pricing.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Explain the significance of discounting principle in business decision with an example.

14. Discuss the managerial uses of income elasticity of demand.

15. Write a note on the survey techniques used for demand forecasting.

16. What are internal economies of scale?

17. What are the general determinants of cost?

18. What are the objectives of pricing?

19. What is meant by product differentiation?

20. Explain kinked demand curve theory.

21. Explain pricing under collusion in oligopoly.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Define Decision making. Explain the steps involved in decision making.

23. How does analysis of demand contribute to business decision making?

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

25. Explain price determination under price discrimination.

(2×15=30)