

QP CODE: 22008036

Reg No :

Name :

B.COM DEGREE (CBCS) PRIVATE EXAMINATION, JULY 2022

Second Semester

B.COM

COMPLEMENTARY - CO2CMT02 - PRINCIPLES OF BUSINESS DECISIONS

2017-2019 ADMISSIONS

5D1309E8

Time: 3 Hours

Max. Marks : 80

Instructions: 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. Define Managerial Economics.
2. What are the conditions to constitute demand for a product?
3. What is meant by unit elasticity?
4. What is income elasticity of demand?
5. Define demand forecasting.
6. What are the factors of production?
7. What is meant by constant returns to scale?
8. What is meant by diseconomies of scale?
9. What is fixed cost?
10. What is discriminating monopoly?
11. What is oligopsony?
12. Explain cost oriented pricing policy.

(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. How will you determine advertisement elasticity ?
16. Differentiate between increasing returns to scale and diminishing returns to scale.
17. Explain the concept of average cost and marginal cost. What is the relationship between the two?
18. What are the objectives of pricing?
19. Distinguish between perfect competition and monopoly.
20. What are the degrees of price discrimination?
21. What is meant by product differentiation?

(6×5=30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. Discuss the fundamental concepts applied in decision making.
23. Explain different approaches for forecasting demand for new products as suggested by Prof. Joel Dean.
24. Explain in detail the determination of least cost input combination.
25. Discuss pricing strategies at different stages of product life cycle.

(2×15=30)