

Reg. No .....

Name .....

17P3654

**M. COM DEGREE END SEMESTER EXAMINATION- OCTOBER-NOVEMBER 2017**

**SEMESTER 3 : COMMERCE**

**COURSE : 16P3COMT15 ; PRINCIPLES OF MANAGERIAL DECISIONS**

*(For Regular - 2016 admission)*

Time : Three Hours

Max. Marks: 75

**Section A**

**Answer any 10 (2 marks each)**

1. Define Indifference Curve
2. Distinguish between Point Elasticity and Arc Elasticity.
3. What do you mean by Snob Effect ?
4. List the factors of production.
5. What is Book Cost ?
6. Differentiate between a movement along the supply Curve and a shift in the supply curve ?
7. What is Quasi Rent ?
8. Distinguish between Personal Distribution and Functional Distribution .
9. Explain the concept of Transfer earnings.
10. Give the broad definition of money.
11. Differentiate between Static Multiplier and Dynamic Multiplier.
12. Define Trough.

**10 x 2 (20)**

**Section B**

**Answer any 5 (5 marks each)**

13. Explain the Law of Returns.
14. Do you think the price elasticity of supply for Ford sport-utility vehicles (SUVs) will increase, decrease, or remain the same when each of the following events occurs? Explain your answer.
  - Other car manufacturers, such as General Motors, decide to make and sell SUVs.
  - SUVs produced in foreign countries are banned from the American market.
  - Due to ad campaigns, Americans believe that SUVs are much safer than ordinary passenger cars.

- The time period over which you measure the elasticity lengthens. During that longer time, new models such as four-wheel-drive cargo vans appear.

15. Critically examine the Marginal Productivity Theory of Distribution.
16. Explain the Modern Theory of Rent.
17. Write a note on evolution of money.
18. Discuss the four major sectors in an economy according to macroeconomic point of view.
19. What you mean by Econometrics ? What are its objectives ?
20. Write a note on Trade Cycles based on :
  - (a) Purely Monetary Theory
  - (b) Climatic Theory

**5 x 5 (25)**

### **Section C**

**Answer any 3 (10 marks each)**

21. Examine the equilibrium of the firm under monopolistic competition in Short Run and Long run.
22. What do you mean by Price Discrimination ? Is Price Discrimination beneficial to the Society ? Substantiate.
23. How does capital formation takes place ?
24. Suppose a firm is planning to expand the production of its product. How do you think macroeconomics will be helpful in determining the level of production ?
25. A proper business cycle model should involve a proper synthesis of forces of growth and instability. Discuss

**3 x 10 (30)**