Name.. Reg. No...

B COM DEGREE END SEMESTER EXAMINATION MARCH 2017

SEMESTER – 6: COMMERCE (COMPLEMENTARY COURSE)

COURSE: **U6CPCOM2–PRINCIPLES OF BUSINESS DECISIONS**

(For Regular - 2014 admission)

Time: Three Hours   Max. Marks: 75

PART A

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

1. Define Decision making.
2. What is shift in Demand?
3. Define 'Cost'?
4. What is utility?
5. What is structured decision?
6. What do you mean by Production function?
7. What is meant by 'Peak' and 'trough'?
8. What is Oligopoly?
9. What do you mean by 'iso-quant'?
10. What is price skimming?   `

(1 x 10 = 10)

PART B

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

11. Define Managerial Economics.
12. What is demand schedule?
13. Explain the 'principle of Bounded Rationality'.
14. Explain the 'equi-marginal principle'.
15. What is Cross elasticity?
16. If price of Apple reduces to Rs. 135 from Rs. 150 per Kg, and the demand for Apple rises from 100 to 125 Kg, Calculate price elasticity of demand.
17. Define business cycle.
18. What is Delphi method?
19. State the features of Monopolistic Competition.
20. What is price discrimination?

(2 x 8 = 16)

PART C

Answer **any five** questions. Each question carries 5 marks.

21. What are the different types of decisions?
22. What are the major determinants of demand?
23. Explain the various exceptions of the law of demand.
24. Explain the 'kinked demand curve'?
25. Illustrate the Cobb-Douglas production function.
26. What are the monetary measures to control business cycle?
27. Discuss the phases of business cycle. (5 x 5 = 25)

PART D

Answer **any two** questions. Each question carries 12 marks.

28. Explain briefly the application of economic theories in decision making.
29. What is Perfect Competition? Explain the price-output determination under perfect competition.
30. Explain the various methods of forecasting Demand of a product?
31. What is Monopolistic Competition? Discuss the price-output determination under Monopolistic Competition

(12 x 2 = 24)

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