M. COM DEGREE END SEMESTER EXAMINATION - OCT/NOV 2020: JAN 2021
SEMESTER 3 : COMMERCE
COURSE : **16P3COMT15 : PRINCIPLES OF MANAGERIAL DECISIONS**
(For Regular - 2019 Admission and Supplementary - 2016/2017/2018 Admissions)

Time : Three Hours   Max. Marks: 75

PART A
Answer any 10 (2 marks each)

1. What is Exceptional Demand Curve ?
2. Why is the Demand for water inelastic ?
3. Define Buyer's Surplus with help of an example.
4. What do you mean by Price Rigidity ?
5. What do you mean by Penetration Pricing ?
6. What do you mean by Cash Cost ? Give Examples.
7. What do you mean by the term Rent ?
8. What do you mean by Market Power ?
9. Differentiate natural and market rate of interest.
10. What is stagflation?
11. What is aggregate demand ?
12. What is meant by Minor Cycles ?

(2 x 10 = 20)

PART B
Answer any 5 (5 marks each)

13. What is ridge line of production?
14. Briefly describe the price determination of oligopoly firm under independent pricing.
15. Briefly explain with the help of a figure the absence of profit in static economy.
16. Explain the objectives behind pricing techniques.
17. Distinguish between Aggregate Demand and Aggregate Supply .
18. Explain qualitative credit control as an anti inflationary measure.
19. What do you mean by the term forestry ? Explain the methods of forest conservation?
20. Breifly explain the methodology of econometrics with suitable examples.

(5 x 5 = 25)

PART C
Answer any 3 (10 marks each)

21. List out the significance of elasticity of demand in managerial decision making
22. Discuss the shape and construction of short and long run average cost curves.
23. Write notes on profits based on:
    (a) Innovation Theory
    (b) Risk bearing theory
    (c) Dynamic theory

24. What are the objective and subjective factors that determine the propensity to consume?
25. Explain the various phases of Trade Cycles.

(10 x 3 = 30)