

B. COM. DEGREE END SEMESTER EXAMINATION – APRIL 2021

SEMESTER – 6: COMMERCE (COMPLEMENTARY COURSE)

COURSE: U6PCOM2: 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 Managerial Economics.
2. What is Demand?
3. What do you mean by 'Giffen's Goods'?
4. What is elasticity of demand
5. What do you mean by business 'Boom'?
6. What is cost analysis?
7. What is meant by 'Peak' and 'trough'?
8. Define business cycle
9. What is price skimming?
10. What is sunk-cost?

(1 x 10 = 10)**PART B*****Answer any eight questions. Each question carries 2 marks.***

11. Explain law of variable proportion
12. Distinguish between 'point elasticity' and 'arc elasticity'.
13. Distinguish between Autonomous demand and Derived demand.
14. Explain the 'equi-marginal principle'.
15. What is Cross elasticity?
16. What is price leadership?
17. What do you mean by Marginal Revenue?
18. State the Cobb- Douglas production function.
19. What is Delphi method?
20. What is price discrimination?

(2 x 8 = 16)**PART C*****Answer any five questions. Each question carries 5 marks.***

21. What are the major determinants of demand?
22. Explain the characteristics of Isoquants.
23. Explain the 'kinked demand curve'?
24. Explain the law of returns to scale.

25. Mention the types of pricing collusions.
26. What are the features of monopoly?
27. What are the phases of business cycle? (5 x 5 = 25)

PART D

Answer any two questions. Each question carries 12 marks.

28. What is demand forecasting? State and explain the different methods of forecasting demand of a product.
29. State and explain the Law of Diminishing Returns.
30. What is Monopolistic Competition? Discuss the price-output determination under Monopolistic Competition
31. Discuss the law of variable proportions. How does it help the business manager in decision making?

(12 x 2 = 24)
