

B. COM DEGREE END SEMESTER EXAMINATION : MARCH 2023**SEMESTER 6 : COMMERCE****COURSE : 19U6PCOM02 : PRINCIPLES OF BUSINESS DECISIONS***(For Regular - 2020 Admission and Supplementary - 2019 Admission)*

Time : Three Hours

Max. Marks: 75

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

1. Write a note on discounting principle
2. What do you mean by time value of money?
3. What is meant by extension in demand?
4. What is marginal utility.
5. Explain Giffen paradox.
6. Explain Production function.
7. What do you mean by Diseconomies of Scale?
8. State the difference between Shut Down Cost and Abandonment Cost.
9. What are imputed costs?
10. Why is the demand curve indeterminate under oligopoly?
11. What is Engel curve?
12. What is collusive oligopoly?

(2 x 10 = 20)**PART B****Answer any 5 (5 marks each)**

13. How can you apply Incremental Reasoning and Equi-Marginal Principle in decision making?
14. What are the various classifications for elasticity of demand?
15. State the law of diminishing marginal utility. what are its assumptions?
16. The short run cost-output is the relationship between output and variable. Discuss
17. What do you mean by Isoquant Curve? State its Properties.
18. Briefly explain any five cost concept.
19. What is equilibrium price?
20. Explain the pricing strategies to be adopted in various stages in the life cycle of product.

(5 x 5 = 25)**PART C****Answer any 3 (10 marks each)**

21. How does the analysis of demand contribute to business decision making?
22. What do you mean by demand forecasting? Elucidate the techniques of demand forecasting.
23. Explain the law of variable proportions. What are the reasons for the operation of this law? State the role of the same in decision making.
24. Explain with the help of an example the various concepts of cost.
25. Explain price determination under monopoly.

(10 x 3 = 30)