

Reg. No .....

Name .....

24U661

**B. COM DEGREE END SEMESTER EXAMINATION - MARCH 2024**

**SEMESTER 6 : COMMERCE**

**COURSE : 19U6PCOM02 - PRINCIPLES OF BUSINESS DECISIONS**

*(For Regular 2021 Admission and Supplementary 2020/2019 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A**

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

1. What is long run demand forecasting?
2. What do you mean by Barometric Price Leadership?
3. Comment on the nature of goods when Increase in income leads to an increase in quantity demanded.
4. What is meant by pure competition?
5. State the criteria to evaluate alternatives propounded by Peter Drucker.
6. How will you determine average cost?
7. What is Engel curve?
8. State the difference between programmed and non-programmed decisions.
9. What is Delphi technique?
10. Define Monopoly
11. What are the chief properties of isoquants?
12. Explain Cobb-Douglas Production function.

**(2 x 10 = 20)**

**PART B**

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

13. Elucidate the application of economic theories in decision making?
14. Elucidate the Kinked Demand Curve Theory.
15. What are the advantages of cost plus pricing?
16. Briefly explain any five cost concept.
17. What are internal economies of scale?
18. What are the various classifications for elasticity of demand?
19. State the factors influencing the elasticity of demand.
20. What are the relevant costs for decision making?

**(5 x 5 = 25)**

**PART C**

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

21. What is oligopoly? What are its features?
22. Explain the Law of Diminishing Marginal Utility. State its assumptions, exceptions and applications.
23. Explain the cost output relationship in the long run.
24. What is price elasticity? What are the important price elasticity concepts?
25. Explain the economies of scale.

**(10 x 3 = 30)**