

**B. COM. DEGREE END SEMESTER EXAMINATION - MARCH 2025****SEMESTER 6 : COMMERCE****COURSE : 19U6PCOM02 : PRINCIPLES OF BUSINESS DECISIONS***(For Regular 2022 Admission and Supplementary 2021/2020/2019 Admissions)*

Time : Three Hours

Max. Marks: 75

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

1. What is deadweight loss?
2. Comment on the nature of goods when Increase in income leads to an increase in quantity demanded.
3. Why is the demand curve indeterminate under oligopoly?
4. What is meant by pure competition?
5. What do you mean by Marginal Revenue?
6. Define price elasticity of demand.
7. What is opportunity cost? Give an example.
8. State any two differences between programmed and non-programmed decisions.
9. What is economic cost?
10. State any two assumptions of production function.
11. What do you mean by Diseconomies of Scale?
12. Give examples of Veblen commodities.

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

13. Explain the uses of the law of diminishing marginal utility.
14. What is perfect competition? What are its characteristics?
15. Explain the numerous approaches adopted to forecast the demand for newly launched products.
16. Distinguish between accounting cost and economic cost.
17. How will you determine optimum input combination. Briefly explain.
18. Explain the fundamental concepts that aid business decisions.
19. Explain Prisoner's dilemma.
20. What is Price discrimination? When is it possible and profitable?

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

21. Describe demand forecasting. What are the methods of demand forecasting?
22. Describe returns to scale? Illustrate your answer.
23. Explain the cost output relationship in the long run.
24. Explain how pricing is done under oligopoly. Also draw a diagram depicting the same.
25. "Analysis of demand contribute to business decision making" Substantiate the statement.

**(10 x 3 = 30)**