

Reg. No .....

Name .....

26U666

**B. COM. DEGREE END SEMESTER EXAMINATION - MARCH 2026**

**SEMESTER 6 : COMMERCE**

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

*(For Regular 2023 Admission and Supplementary 2022/ 2021/2020/2019 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A**

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

1. What do you mean by personal price discrimination?
2. What are the chief properties of isoquants?
3. State any two objectives of long term forecasting.
4. What is Engel curve?
5. State any two differences between Micro economics and Macro economics.
6. What do you mean by discounting principle?
7. What is production function? State any two assumptions of production functions.
8. What is budget line?
9. State the law of diminishing marginal utility.
10. What are imputed costs?
11. What is monopsony?
12. Define marginal costing.

**(2 x 10 = 20)**

**PART B**

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

13. What are the uses of economic forecast for an average business firm?
14. Derive Planning Curve and briefly explain its uses.
15. Write a short note on pricing under collusion.
16. Discuss the various elements of decision making.
17. Explain Cobb-Douglas production function.
18. Explain (a) Opportunity cost (b) Replacement cost (c) Historical cost.
19. Examine the measures of elasticity of demand.
20. Explain deadweight loss under monopoly Competition.

**(5 x 5 = 25)**

**PART C**

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

21. Describe the statistical methods of demand forecasting.
22. Compare and contrast the cost output relationship in the short run and long run.
23. Describe returns to scale? Illustrate your answer.
24. Explain the process of price determination under perfect competition.
25. Define price elasticity. Discuss the important price elasticity concepts?

**(10 x 3 = 30)**