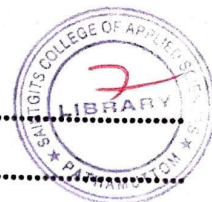


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Reg. No.....

Name.....



B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2015

Third Semester

PRINCIPLES OF BUSINESS DECISION

(For UGC Sponsored B.Com. Taxation)

[2013 Admission onwards]

Time : Three Hours

Maximum : 80 Marks

Part A (Short Answer Questions)

*Answer all questions.
Each question carries 1 mark.*

1. What is demand schedule ?
2. How is elasticity classified ?
3. What is macro economics ?
4. What is decision making ?
5. Give scarcity definition of economics.
6. What is incremental cost?
7. What is uncertainty ?
8. What do you mean by technical decisions ?
9. What is demand function ?
10. What are durable goods ?

(10 × 1 = 10)

Part B (Brief Answer)

*Answer any **eight** questions.
Each question carries 2 marks.*

11. What is an oligopoly market ?
12. Distinguish between individual demand and market demand.
13. What is price leadership ?
14. What are the objectives of short-term demand forecasting ?
15. Explain diminishing marginal utility.
16. What do you mean by diseconomies of scale ?
17. What is cost-plus pricing ?

Turn over

18. Explain price skimming policy.
19. Point out the difference between Firm demand and Industry demand.
20. Explain the features of boom.
21. What do you mean by monetary policy ?
22. What do you mean by related goods ?

(8 × 2 = 16)

Part C (Short Essay)

*Answer any six questions.
Each question carries 4 marks.*

23. Define Decision-making. What are the steps in decision-making ?
24. What is price discrimination ? How is it possible ?
25. What is isoquant ? What are the properties of isoquants ?
26. Briefly explain the various methods of demand forecasting for new products.
27. What do you mean by optimum combination of inputs ? How is it determined ?
28. What is a perfect competitive market ? What are its features ?
29. Explain changes in demand.
30. What are the objectives of managerial economics ?
31. Explain the internal economies of large scale production.

(6 × 4 = 24)

Part D (Long Essay)

*Answer any two questions.
Each question carries 15 marks.*

32. Define Demand. What are the determinants of demand ?
33. What is elasticity of demand ? Explain the various elasticities of demand.
34. What do you mean by managerial economics ? What are its uses and scope ?
35. What is production function ? Explain the Laws of production.

(2 × 15 = 30)