

QP CODE: 19101762



Reg No	:	
Name	:	

B. COM DEGREE (CBCS) EXAMINATION, MAY 2019

Second Semester

Complementary Course - CO2CMT02 - PRINCIPLES OF BUSINESS DECISIONS

(Common for B.Com Model II Computer Applications, B.Com Model II Finance & Taxation, B.Com Model II Marketing ,B.Com Model II Travel & Tourism,B.Com Model III Office Management & Secretarial Practice ,B.Com Model III Taxation,B.Com Model III Computer Applications,B.Com Model III Travel & Tourism, B.Com Model I Computer Applications, B.Com Model I Co-operation, B.Com Model I Marketing, B.Com Model I Finance & Taxation, B.Com Model I Travel & Tourism, B.Com Model II Logistics Management)

2017 ADMISSION ONWARDS 1382055F

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any ten questions. Each question carries 2 marks.

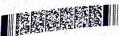
- 1 Define Microeconomics
- 2. Differentiate between movement in demand and shift in demand.
- What is advertising elasticity of demand? 3.
- Distinguish between short term and long term demand forecasting. 4.
- 5. What is meant by Delphi technique?
- 6. What is production theory?
- 7. What is meant by diseconomies of scale?
- 8. What is Isoquant?
- Differentiate between short term cost and long term cost.
- 10. What is duopoly?
- 11. What is Monopsony?
- 12. List different stages of product life cycle.

 $(10 \times 2 = 20)$

Part B

Answer any six questions. Each question carries 5 marks.

- 13. Explain the concept of time perspective with an example.
- 14. Explain the factors influencing elasticity of demand.
- 15. What are the types of income elasticity of demand?
- 16. State the assumptions of law of diminishing returns.
- 17. The short run cost-output is the relationship between output and variable costs. Discuss.
- 18. Graphically explain the concept of equilibrium price.





- 19. What is monopoly? What are its features?
- 20. What are the objectives of price discrimination?
- 21. Explain skimming pricing and penetration pricing for new products.

 $(6 \times 5 = 30)$

Part C

Answer any two questions. Each question carries 15 marks.

- 22. Explain different types of decision.
- 23. Explain with the suitable examples the various determinants of demand.
- 24. Explain the law of returns to scale with the help of an example.
- 25. Explain how price is determined under monopolistic competition.

 $(2 \times 15 = 30)$

