

DEPARTMENT OF COMMERCE
**QUESTION BANK FOR B COM (Computer Applications &
Taxation) Semester II**

PRINCIPLES OF BUSINESS DECISIONS

MODULE I -INTRODUCTION

(COI - Explicate the principles of business decision making.)

(Understand and Evaluate)

SECTION A

1. Explain the scarcity definition of economics.
2. Explain the growth definition of economics.
3. Outline microeconomics?
4. Outline macroeconomics?
5. What is managerial economics?
6. Demonstrate a limiting factor?
7. What is an adaptive decision?
8. What is the meaning of time value of money?
9. What is incremental reasoning?
10. What is the equi-marginal principle?
11. What is Decision Making?
12. Elucidate spontaneous decisions?
13. What are Mechanical decisions?
14. What are Technical Decisions?
15. Explain opportunity Cost concept?
16. What are strategic decisions?
17. Demonstrate Decision Making Environment?
18. What is the concept of time perspective?
19. What is Decision?
20. Outline a programmed Decision?

21. What are Adaptive decisions?

SECTION B

22. What is macroeconomics? What is its scope?
23. What is microeconomics? Explain its scope.
24. Explain the importance of decision making.
25. Illustrate the elements of a decision?
26. What are the elements of decision making?
27. Explain the areas where economic theories can be applied for decision making.
28. Explain the different decision making environments.
29. Explore the steps in decision making?
30. List the types of decisions?
31. Explain Important economic concepts and theories applied in decision-making?
32. Examine Managerial economics and its objectives?

SECTION C

33. What is decision making? What are the steps in decision making?
34. Elucidate the various types of decisions.
35. Explain the economic concepts useful in decision making.
36. Demonstrate the importance and steps in decision making?
37. Illustrate Importance of Microeconomics and Macroeconomics?
38. Explain elements of decision and decision making?
39. Examine decision making environment and its types of decisions?
40. Scrutinize the scope of business decisions and Application of economic theories in decision making?

MODULE 2 – DEMAND THEORY

(CO2 – Scrutinize demand theory)

(Analyze)

SECTION A

1. Examine the meaning of Demand.
2. Explore utility.

3. Examine Demand Schedule.
4. Probe the law of demand.
5. State the law of diminishing Marginal utility.
6. Scrutinize Movement of demand?
7. Explain shift in demand?
8. Sketch elasticity of demand?
9. Analyze Delphi method of demand forecasting.
10. State cross elasticity of demand.
11. Interpret Paradox of Poverty.
12. Compare substitute goods and complementary goods.

SECTION B

13. Explore the law of diminishing Marginal Utility, its assumptions and exceptions.
14. Outline Law of Demand and also its assumption.?
15. Examine the reasons for the law of demand.
16. Probe the limitations to the law of demand?
17. Scrutinize the determinants of demand?
18. Determine the statistical methods of demand forecasting.
19. Evaluate the types of demand?
20. Outline the characteristics of a good demand forecasting method.
21. Contrast between Movement and shift in demand?
22. Assess the steps in demand forecasting.
23. Explore Income Elasticity and its types.

SECTION C

24. Examine the law of demand with assumptions, reason and its limitations?
25. Explore demand determinants and types of Demand?
26. Illustrate the law of diminishing Marginal utility with its assumptions and exceptions.
27. Scrutinize the techniques of demand forecasting.

MODULE 3 (CO3) (Probe the concepts for production function)

(Analyze)

SECTION A

1. Assume the meaning of production
2. Discover about isoquants?
3. Inspect about economies of scale?
4. Simplify the concept of diseconomies of scale?
5. Examine marginal product?
6. Simplify the concept of isocost curves
7. Distinguish between inputs and output.
8. Compare and contrast about the laws of production in short-run and long-run.
9. Inspect on the concept of Optimum Combination of Inputs
10. List the properties of Isoquants
11. Simplify the important concepts relating to laws of production

SECTION B

12. Infer on optimum input combination?
13. Distinguish between law of return to scale and law of variable proportion
14. Simplify the theory of law of diminishing returns?
15. Discover about internal economies of scale?
16. Examine with examples the different methods of measuring elasticity of demand.
17. Classify the determinants of price elasticity
18. Infer the concept of Cobb-Douglas production function
19. Analyze the features of Iso-quant and Iso-cost curves
20. Discover the concept of Least cost input combination with suitable diagram

SECTION C

21. Discover the law of demand. List the assumptions and exceptions to the law.
22. Compare the economies and diseconomies of large scale of production.
23. Inspect about the concept price elasticity? Categorize the important price elasticity concepts?

24. List the different methods of forecasting demand.
25. Survey the law of variable proportions. Conclude about how it help the business manager in decision making?

**MODULE 4 (CO4) .(Contrast the cost concepts)
(Analyze and Evaluate)**

SECTION A

1. Explain the actual cost?
2. Evaluate the economic cost?
3. Conclude incremental cost?
4. Discover the meaning of sunk cost?
5. Explain about the differential cost concept?
6. Criticize about Opportunity cost
7. Evaluate the concept of incremental cost
8. Examine the cost function
9. Analyze the term "Optimum firm"
10. Explain historical cost
11. Defend the long-term cost function

SECTION B

12. The short run cost output is the relationship between output and variable cost.Evaluate.
13. Conclude about how firms reach optimum level of production in tbe long run and short run and long run
14. Simplify the following cost concepts and examine the relationship among them in the short run. a) AFC b)AVC c) ATC d) MC
15. Distinguish between short run cost function and long run cost function.
16. Evaluate the importance of classification of cost into urgent cost and postponable cost?

17. Prioritize the cost function and explain the determinants of cost function or cost behavior
18. Compare and contrast the Short-run Average Cost, Marginal Cost & Average Fixed Cost
19. Evaluate the cost output relationship in Short-run and Long-run

SECTION C

20. Estimate the cost output relationship in short run.
21. Justify about an optimum firm? Compare about how firms reach optimum level of production in short run and long run
22. Prioritize the concept of equilibrium of firm with reference to different concepts of cost and revenue
23. Estimate the cost function. Explain and illustrate the different cost concepts in the short-run

MODULE 5 (CO5) (Choose pricing strategies.)
(Applying)
SECTION A

1. Explain Monopoly.
2. Explain equilibrium price.
3. Illustrate the meaning of reserve price.
4. Analyze the meaning of duopoly.
5. Explain duopsony?
6. Explain bilateral monopoly
7. Illustrate the concept of price leadership?
8. Interpret the meaning of duopoly?
9. Illustrate price discrimination?
10. Explain Oligopoly

SECTION B

11. Explain perfect competition? Analyze its characteristics?

12. Explain kinked demand curve with illustration.
13. Infer price discrimination. Explain different types of price discrimination?
14. Indicate the conditions for discriminating price?
15. Explain monopolistic competition.
16. Illustrate the different types of price leadership?
17. Describe pricing under collusion?

SECTION C

18. Interpret price determination in perfect competition and monopoly market.
19. Analyze price determination in perfect competition and oligopoly market.
20. Illustrate perfect competition and how price is determined under perfect competition?
21. Illustrate perfect competition and how price is determined under monopolistic competition?
22. Explain how pricing is done in oligopoly