

TB176250W

Reg. No :

Name :

B. Com. DEGREE (C.B.C.S.S) EXAMINATION, MARCH 2023
(2015, 2016 and 2017 Admissions Supplementary)
SEMESTER VI - COMPLEMENTARY COURSE (COMMERCE)
(For B.com (Finance & Taxation) and Capital Market)
CO6C02B - PRINCIPLES OF BUSINESS DECISIONS

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer all questions. Each question carries 1 mark

(6x1=6)

1. Explain opportunity cost.
2. What do you mean by marginal utility?
3. What is an Isoquant?
4. What is opportunity cost?
5. What is Future cost?
6. What is business cycle?

Part B

II. Answer any Seven questions. Each question carries 2 marks

(7x2=14)

7. Distinguish between Micro economics and Macro economics.
8. What is meant by extension in demand?
9. What is long run demand forecasting?
10. Explain Giffen paradox.
11. What do you mean by internal economies?
12. What are diseconomies of scale?
13. Explain the two terms Average cost and Marginal cost.
14. What is shut down cost and abandonment cost?
15. What is skimming pricing?
16. What is bank rate?

Part C

III. Answer any Five questions. Each question carries 6 marks

(5x6=30)

17. What is the importance of Macro Economics?
18. What are the needs for demand forecasting?
19. Explain the managerial uses of price elasticity of demand.
20. Explain production. How will you determine optimum input combination?
21. What is internal economies? What are the different types of internal economies?
22. Explain briefly about the different pricing policies .
23. Explain the situations under which price discrimination is possible.
24. Explain the factors responsible for increase in demand and decrease in supply.

Part D

IV. Answer any Two questions. Each question carries 15 marks

(2x15=30)

25. What is decision making? What are the different elements of decision making? Explain the different types of environment in which decisions are made.
26. Explain price elasticity of demand. What are the factors that influence price elasticity.
27. Explain about perfect completion. What are the features of perfect competition and also explain the process of price determination under perfect competition.
28. Explain about the theories of business cycle.