

TB242638X

Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2024

2023 ADMISSIONS REGULAR

SEMESTER II - B. Com COMPLEMENTARY COURSE 1

CO2B01B23 - Principles of Business Decisions

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. Explain economic theory.
2. Quote the meaning of Managerial Economics.
3. Describe Direct Demand.
4. State the meaning of Cross Elasticity of Demand.
5. Explain the term Unit Elasticity.
6. Define the concept of Isocost curves.
7. Quote the meaning of economy of capital.
8. Describe Explicit Cost and Implicit Cost.
9. Describe Fixed Cost.
10. Describe oligopoly.
11. Quote the meaning of imperfect competition.
12. Describe Non perishable goods.

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Briefly explain about the importance of Macro economics.
14. State the importance of decision making
15. Discuss the needs for Demand Forecasting.
16. Explain the limitations of Demand forecasting.
17. Discuss the law of variable proportions and its role in decision making.
18. Define Production Function. Explain the Input Output relationship.
19. Briefly explain any five cost concepts.
20. Enumerate briefly the different types of price leadership.
21. Give some of the general considerations while formulating a price policy

Part C

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

(2x15=30)

22. Explain the areas of economic theories that can be applied for business decision making.
23. Discuss briefly about Income Elasticity of Demand. Explain about its types and also the managerial uses of Income Elasticity of Demand.
24. Explain the Economies and Diseconomies of scale of large scale production.
25. Describe Pricing of New Products. Explain (i) the Problems in pricing a new product and (ii) the different pricing policies.

