

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2025
2018, 2019, 2020, 2021, 2022 ADMISSIONS SUPPLEMENTARY
SEMESTER II - COMPLEMENTARY COURSE 1 (COMMERCE)
CO2C01B18 - 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. Enumerate the meaning of incremental cost.
2. What is incremental Revenue?
3. State the meaning of the term Shift in Demand.
4. Enumerate the meaning of Demand Schedule.
5. Give examples of Veblen Commodities.
6. State the essential components of production.
7. Describe the factors of production.
8. Describe Variable cost.
9. Remember the term marginal cost.
10. Describe duopoly.
11. Infer the meaning of Bilateral Monopoly.
12. Quote the meaning of imperfect competition.

Part B

II. Answer any Six questions. Each question carries 5 marks**(6x5=30)**

13. Discuss the different types of Decisions.
14. Express the Managerial uses of Advertisement Elasticity of Demand.
15. Write a short note on Important Demand distinctions.
16. Briefly explain about the types of short term Demand forecasting.
17. Write a short note on the concepts of Product: (a) Total Product (b) Average Product (c) Marginal Product
18. Describe in short the production function formulated by Cobb and Douglas.
19. Explain: (a) Opportunity Cost (b) Replacement Cost (c) Historical cost
20. Explain Kinked demand Curve with illustration.
21. State the meaning of Price discrimination. Explain the types of Price discrimination.

Part C

III. Answer any Two questions. Each question carries 15 marks**(2x15=30)**

22. Explain the importance of Decision making.
23. Explain about the various methods or techniques of Demand forecasting.
24. Explain the Economies and Diseconomies of scale of large scale production.
25. Discuss in detail the features of monopolistic Competition.