

**BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2025****2023 ADMISSIONS SUPPLEMENTARY****B.COM SEMESTER II - 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. Quote the meaning of Managerial Economics.
2. Enumerate the meaning of incremental cost.
3. State the meaning of the term Shift in Demand.
4. State the Law of Demand.
5. Write a note on Price Elasticity of Demand.
6. Define the concept of Isocost curves.
7. Mention the various assumptions of production function.
8. Describe Explicit Cost and Implicit Cost.
9. Interpret the concept of Average Cost
10. Describe Perfect Competition.
11. Describe duopoly.
12. Describe Perishable goods.

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

13. Write a short note on Decision making Environment.
14. Enumerate the different steps in decision making
15. Describe the factors involved in Demand forecasting.
16. Explain the uses of long term demand forecasting.
17. Write a short note on the concepts of Product: (a) Total Product (b) Average Product (c) Marginal Product
18. Write a note on Economies of Concentration and Economies of Information.
19. Explain: (a) Opportunity Cost (b) Replacement Cost (c) Historical cost
20. Explain Monopolistic Competition.
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 where economic principles are applied in 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 in detail the concept of production function along with its assumptions and managerial uses.
25. Elucidate the meaning of price discrimination. Also explain the Objectives, Types and degree of price discrimination.