B. Com. DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023
2022 Admissions Regular & 2021 Admissions Supplementary / Improvement And 2020, 2019 And **2018** **Admissions**
Supplementary
SEMESTER II - COMPLEMENTARY COURSE 1 (COMMERCE)
(For B. Com. (Finance & Taxation) and Capital Market)
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. Quote the meaning of Programmed Decisions.

2. Write a note on Discounting principle.

3. State the meaning of the term Shift in Demand.

4. Explain the term Unit Elasticity.

5. Describe Direct Demand.

6. State the meaning of economies of scale.

7. Quote the meaning of economy of capital.

8. Explain the concept total cost.

9. Describe Variable cost.

10. Describe the concept of equilibrium price under perfect competition.

11. Describe Group Equilibrium.

12. What is pure competition?

Part B

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

13. Distinguish between Micro economics and Macro economics.

14. Indicate the steps in Demand forecasting.

15. Discuss briefly about the assumptions of Law of demand.

16. Explain the law of Demand and the exceptions.

17. Elucidate in brief the Increasing Returns to scale and Constant Returns to scale.

18. Describe in short the production function formulated by Cobb and Douglas.

19. Distinguish between Actual cost and Opportunity cost

20. Enumerate briefly the different types of price leadership.

21. Describe Perfect Competition. Briefly explain its characteristics.

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. Explain about the various methods or techniques of Demand forecasting.

24. Explain the Economies of Scale.
25. Explain how price is determined under perfect competition.