

TB146250B

Reg. No.....

Name.....

**B. COM. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2018**

**(2014 Admission Supplementary)**

**SEMESTER VI - COMMERCE**

**COM6PBD – PRINCIPLES OF BUSINESS DECISION**

**Time: Three Hours**

**Maximum Marks: 80**

**PART A**

**I. Answer all questions. Each question carries 1 mark.**

1. What is Equi Marginal Principle?
2. What is decision making?
3. What do you mean by Utility?
4. What is demand curve?
5. What is production function?
6. What is called as an Isoquant?
7. What is sunk cost?
8. What is perishable goods?
9. What is deflation?
10. Define the term Trade Cycle?

**(10x1=10)**

**PART B**

**II. Answer any eight questions. Each question carries 2 marks.**

11. Explain the term Incremental Concept.
12. What do you mean by technical decisions?
13. What is called as Indifference Curve?
14. Explain the concept of Demand Function.
15. What is Autonomous Demand?
16. What is Marginal Product?
17. Explain the term Isocost Curve.
18. State the meaning of Monopolistic Competition?
19. What do you mean by Historical Cost?
20. Explain the term imperfect competition?
21. What do you mean by 'Slump' in Business Cycle?
22. Explain any two measures of controlling credit.

**(8x2=16)**

**PART C**

**III. Answer any six questions. Each question carries 4 marks.**

23. What are the major responsibilities of a Managerial Economist.
24. Explain the various uses of Income Elasticity.
25. Write a detailed note on survey methods of Demand Forecasting.

26. What are the different Internal Economies of Scale.
27. What do you understand by Law of Returns to Scale?
28. Briefly explain any four Cost Concepts.
29. What are the various objectives of price discrimination?
30. How the Business Cycle helps in making sound business decision?
31. Briefly explain Hicks theory of Business Cycle?

**(6x4=24 )**

#### **PART D**

**IV. Answer any two questions. Each question carries 15 marks.**

32. Discuss the various application of economic theories in Business Decision making.
33. Explain the term Law of Demand. Give a detailed note on various determinants of demand.
34. What do you understand by Perfect Competition? Explain how price is determined under perfect competition.
35. What do you understand by the term Business Cycle. Elucidate the features of various phases of business cycle.

**(2x15=30)**