

TB146250A

Reg. No.....

Name.....

B. COM. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017

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. Define managerial economics.
2. What is decision model?
3. What do you mean by 'Veblen Effect'?
4. What is shift in demand?
5. What is marginal product?
6. What is Economies of scale?
7. What is out- of pocket cost?
8. What is duopsony?
9. What do you mean by inflation?
10. What is called as accelerator principle? (10x1=10)

PART B

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

11. Narrate any four objectives of Managerial Economics.
12. Distinguish between Micro Economics and Macro Economics.
13. What are the different kinds of income elasticity?
14. Explain the concept of Diminishing Marginal Utility.
15. What is substitution effect ?
16. What is the concept of Iso cost Curves?
17. What is Cobb- Douglas production function?
18. Define Marginal Revenue.
19. Explain the term Penetration Pricing with example.
20. What is Kinked Demand Curve?
21. What do you understand by the term Fiscal Policy?
22. How can you explain climatic theory of Business Cycle? (8x2=16)

PART C

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

23. Explain the significance of business economics.
24. Discuss the different degrees of price elasticity.
25. What are the various exceptions of the law of demand ?
26. Explain the law of returns to scale.
27. What are the different properties of Isoquants?

28. Explain the different types of price discrimination.
29. What are the different features of Perfect Competition?
30. Briefly explain any six uses of business cycles in business decisions.
31. What do you mean by the Innovation theory of Trade Cycle? (6x4=24)

PART D

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

32. Define Decision Making. Elucidate the different process involved in a good decision making function.
33. Explain the term Demand Forecasting. What are the various effective methods used for projecting demand?
34. What are the main features of Monopolistic Competition and explain the price fixation mechanism under monopolistic competition ?
35. Define Business Cycle. Explain the various phases of Business Cycle with adequate diagrams. (2x15=30)