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Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2016

Sixth Semester

Complementary Course 11—PRINCIPLES OF BUSINESS DECISIONS

(For Model I B.Com.)

[2013 Admissions]

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Define Decision.
2. What is meant by economics theory ?
3. What is demand ?
4. What is meant by elasticity of demand ?
5. What is meant by production function ?
6. What is Iso-quant curve ?
7. What is meant by accounting cost ?
8. What do you mean by Oligopoly ?
9. What is Business cycle ?
10. What is meant by Sun-Spot Theory of business cycle ?

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. What are the different types of decision ?
12. State the scope of business decision.
13. What are the determinants of Demand ?
14. Why do demand curve slopes downwards ?
15. What are the main features of Monopoly ?
16. Explain production function through Iso-quant curve.
17. What is law of diminishing return ? Explain.

Turn over

18. Explain the concept of Price Leadership.
19. State various theories of business cycle.
20. What is price discrimination ? State its various types.
21. What are the determinate of Demand Forecasting ?
22. Mention the shape of cost curves in short and long run.

(8 × 2 = 16)

Part C

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

23. What are the principles of business decision ?
24. Explain the various methods of measuring the elasticity of demand.
25. What are the exceptions to the Law of Demand ?
26. What are the determinants of Price Elasticity of Demand ?
27. What are various assumptions in production function ?
28. Briefly explain about Cobb-Douglas Production Function.
29. What is kinked demand curve hypothesis ? Explain.
30. What is Pricing under collusion ? Explain.
31. Explain the uses of business cycle in business decision.

(6 × 4 = 24)

Part D

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

32. What is Law of Demand ? Explain its assumptions and exemptions.
33. What are the Internal and External Economies and diseconomies of scale ?
34. Explain the price determination procedure in perfect competition market and monopoly market.
35. Discuss the features of various phases of business cycle.

(2 × 15 = 30)