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

Sixth Semester

Complementary Course II

PRINCIPLES OF BUSINESS DECISIONS

(For Model I B.Com.)

[2013 Admission onwards]

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.
Each question carries 1 mark.

1. What do you mean by business decision making ?

2. State the scope of business decision making.

3. What is Demand Forecasting ?

4. What is Cross Elasticity of Demand ?

5. What is Law of Diminishing Return ?

6. What is meant by Iso cost curve ?

7. What is Oligopoly ?

8. What is a Monopoly ?

9. What is business cycle ?

10. What is meant by Hawtrey ' s Monetary Theory of Business Cycles ?

$(10 \times 1 = 10)$

Part B

Answer any eight questions.
Each question carries 2 marks.

11. What are the principles of business decision ?

12. What are the different types of decision ?

13. What are the importance of Elasticity of Demand ?

14. Explain the scope and importance of demand forecasting.

15. What are various assumptions in production function ?

16. Briefly explain about Cobb-Douglas Production Function.

Turn over

17. State the shape of Kinked demand curve.

18. State various Theories of Business Cycle.

19. What is price discrimination ? State its various types.

20. What are the conditions for discriminating price ?

21. What are the different types of Price leadership ?

22. Explain the causes and indicators of business cycle.

$(8 \times 2 = 16)$

Part C

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

23. What are the importance of business decision?

24. What do you mean by internal and external economies of scale?

25. What are the factor affecting Elasticity of Demand ?

26. Explain the concepts of arc and point elasticity of the demand curve for a commodity.

27. What are the properties of iso-quants ?

28. What is Perfect Competition ? State its features.

29. What is a Monopolistic Competition ? Explain.

30. Explain the shape of cost curves in short and long run.

31. What is pricing under collusion ? Explain.

$(6 \times 4 = 24)$

Part D

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

32. Discuss different phases of business cycle. State the uses of business cycle.

33. Describe various methods of Demand Forecasting.

34. Explain the procedure of price determination in perfect competition market and Oligopoly.

35. Discuss diagrammatically the laws of returns to scale.

$(2 \times 15 = 30)$