



Reg. No. :

Name :

First Semester B.B.A. Degree Examination, December 2014
Career Related First Degree Programme under CBCSS
Group 2 (b)
Core Course
BM 1142 : PRINCIPLES OF BUSINESS DECISIONS
(2014 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences. **Each** question carries **1** mark.

1. Bring out the meaning of 'Time Perspective' in business decisions.
2. What do you mean by explicit cost ?
3. What do you understand by Law of Diminishing Returns ?
4. Write a short note on going-rate pricing.
5. What do you understand by factors of production ?
6. Write a short note on equi-marginal principle.
7. Define Demand.
8. Define Monopoly.
9. What are isoquants ?
10. What do you mean by business cycles ? **(10×1=10 Marks)**

SECTION – B

Answer **any eight** questions; **not** to exceed **one** paragraph. **Each** question carries **2** marks.

11. What are the objectives of demand analysis ?
12. Furnish any two properties of isoquants.



13. What do you mean by survey method of demand forecasting ?
 14. What are the different kinds of monopoly ?
 15. Bring out significance of pricing in economics.
 16. What is cost-plus pricing ?
 17. What do you mean by perfect competition ?
 18. Give two assumption of production function.
 19. What are the assumptions of the law of diminishing returns ?
 20. Enumerate the inadequacies of cost-plus pricing.
 21. What are two methods adopted by businessmen to avoid the ill effects of business cycles ?
 22. What do you mean by incremental cost ?
- (8x2=16 Marks)**

SECTION – C

Answer **any six** questions; **not** to exceed **120** words. **Each** question carries **4** marks.

23. Enumerate the assumptions of Law of Demand.
24. Explain Unit Elasticity of demand.
25. Enumerate the characteristics of perfect competition.
26. Explain the criteria of a good demand forecasting method.
27. Distinguish between perfect competition and monopolistic competition.
28. Explain the features of monopoly.
29. Explain the various kinds of economics of scale.



30. Give a brief account of the recession phase of business cycle.

31. Briefly explain Pure Monetary Theory of Business Cycle.

(6×4=24 Marks)

SECTION – D

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

32. Discuss in detail the factors involved in demand forecasting.

33. What do you mean by Diseconomies of Scale ? Explain various kinds of Diseconomies of Scale.

34. Discuss the different phases of business cycle.

35. Elucidate various pricing methods.

(2×15=30 Marks)
