



Reg. No. :

Name :

First Semester B.B.A. Degree Examination, January 2016
(Career Related First Degree Programme under CBCSS)
Core Course
BM 1142 : PRINCIPLES OF BUSINESS DECISION
(2015 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

- 1) Define Demand.
- 2) What do you mean by Cross-Elasticity of Demand ?
- 3) What are isoquants ?
- 4) Define Fixed Cost.
- 5) What is Penetration Pricing ?
- 6) What do you understand by Demand Forecast ?
- 7) What are complementary goods ?
- 8) What do you understand by saturation stage of Product Life Cycle ?
- 9) What do you mean by monopoly ?
- 10) Write a short note on Going-rate Pricing. **(10×1=10 Marks)**

SECTION – B

II. Answer **any 8** questions. **Each** question carries **2** marks.

- 11) Enumerate the criteria of a good demand forecasting method.
- 12) Write a short note on equi-marginal principle.



- 13) What is the significance of demand analysis in business decisions ?
- 14) Briefly explain the meaning of relatively inelastic demand.
- 15) Give a brief note on opportunity cost principle.
- 16) Bring out the meaning of 'Time Perspective' in business decisions.
- 17) What do you understand by 'Fiscal Policy' ?
- 18) Write a short note on survey methods of demand forecasting.
- 19) Write two assumptions of production function.
- 20) Give a brief account of the recession phase of Business cycle.
- 21) What do you mean by skimming price policy ?
- 22) Define isoquant curve. (8x2 = 16 Marks)

SECTION – C

III. Answer **any 6** questions. **Each** question carries **4** marks.

- 23) Enumerate the determinants of Price Elasticity of Demand.
- 24) What are the different phases involved in decision-making process ?
- 25) Briefly explain 'production function'.
- 26) Distinguish between Explicit Costs and Implicit Costs.
- 27) What do you mean by Perfect Competition ? What are its characteristics ?
- 28) What are the important properties of isoquants ?
- 29) What do you mean by Diseconomies of scale ? Name various kinds of Diseconomies of scale.
- 30) Describe the Discounting principle of business decisions.
- 31) What is oligopoly ? Enumerate the features of oligopoly. (6x4 = 24 Marks)

SECTION – D

IV. Answer **any 2** questions. **Each** question carries **15** marks.

- 32) Discuss in detail the different phases of Business cycle.



33) Write short notes :

- a) Law of demand
- b) Demand schedule
- c) Demand curve
- d) The law of supply
- e) Law of diminishing marginal utility.

34) Enumerate and analyse various pricing methods.

35) What is demand forecasting ? What are the important quantitative methods of demand forecasting ? **(2×15 = 30 Marks)**
