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I Semester M.Com. Degree Examination, April/May - 2024

COMMERCE

Principles of Business Decision

(CBCS Scheme)

Paper : 1.3

Time : 3 Hours

Maximum Marks : 70

SECTION - A

I. Answer any SEVEN questions out of Ten. Each question carries 2 marks. (7×2=14)

1. a) What is Macro Economics? Give an example of a Macro Economic variable.
- b) What is GNP? How is it different from NNP.
- c) Distinguish between Direct and indirect taxes.
- d) What is debt trap?
- e) What are economics of scale?
- f) What are the types of price discrimination?
- g) What are dumping strategies?
- h) What is consumer Sovereignty?
- i) Distinguish between Durable and non-durable products with examples.
- j) State the law of Demand.



SECTION - B

II. Answer any FOUR questions out of Six. Each question carries 5 marks. (4×5=20)

2. Explain the Problems in computation of National Income.
3. What are the canons of taxation?
4. Give a diagrammatic representation of the laws of Returns to scale and explain through a diagram.
5. Explain the determinants of Pricing policy.

[P.T.O.]



6. Bring out the importance of elasticity of Demand Concept in Managerial decisions.
7. Explain different methods of debt redemption.

SECTION - C

III. Answer any TWO questions out of Four. Each question carries 12 marks. (2×12=24)

8. Explain the nature and scope of Managerial Economics.
9. Explain the effects of taxation on production, consumption and distribution side of the economy.
10. Explain different pricing methods.
11. What is Demand forecasting? Explain the techniques of Demand forecasting.

SECTION - D

IV. Answer the following question.

(1×12=12)

12. EV is the order of the day and the world is moving towards 'Net Zero world'. How do you go about pricing a bike keeping in mind the various pricing strategies. Which of it best suits your product and why?