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Reg. No.

P181W24C012006

I Semester M.Com. (Regular) Degree Examination, March/April - 2025**COMMERCE****Principles of Business Decisions****(CBCS Scheme)****Paper : 1.3****Time : 3 Hours****Maximum Marks : 70****SECTION - A****Answer any SEVEN questions out of Ten. Each question carries 2 marks. (7×2=14)**

1. a) What is National Income.
- b) Mention the sources of public borrowings.
- c) What do you understand by Economic Value Analysis?
- d) What is Skimmed Pricing ?
- e) What is the demand estimation of consumer durables?
- f) How do you define a 'Perfect Market'?
- g) Differentiate between direct and indirect taxes.
- h) What are the stages of production?
- i) What is 'Price discrimination'?
- j) What is Indifference Approach?

SECTION - B**Answer any FOUR questions out of Five. Each question carries 5 marks. (4×5=20)**

2. Briefly explain the problems involved in Computation of National Income.
3. Elucidate the sources of public revenue.
4. Briefly explain the inter-relationship between short and long run cost functions.
5. Briefly explain the methods of pricing.
6. Explain the determinants of demand.

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SECTION - C

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

7. Briefly explain the cardinal and ordinal utility approach.
8. What is Public Expenditure? Briefly explain the effects of 'Public Expenditure'.
9. Elucidate the Law of Returns to Scale.
10. Define Pricing Policy. Explain the determinants of pricing policy.
11. a) What is elasticity of demand?
b) Find the income elasticity of demand for a consumer when his income rises from Rs.100 to Rs.200 and the quantity of a good purchased by him rises from 25 units to 30 units.

SECTION - D

Answer the following question.

(1×12=12)

12. "Pricing Strategy helps to maintain quality" - Amul the taste of India.
 - a) What is Pricing Strategy?
 - b) Explain the Various Pricing strategies of Amul products.
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