

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom DEGREE EXAMINATION DECEMBER 2023
(Second Semester)

Branch – COMMERCE

ECONOMICS FOR BUSINESS DECISIONS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 The decisions which are frequent and repetitive in nature are called as
(i) Non – programmed decisions (ii) Programmed decisions
(iii) Major decisions (iv) Operative decisions
- 2 The concept of Elasticity of Demand was introduced by
(i) Alfred Marshall (ii) Lionel Robbins
(iii) Adam smith (iv) J M Keynes
- 3 One of the following is known as long run average cost curve. Identify it.
(i) Learning curve (ii) Envelope curve
(iii) Equal product curve (iv) Phillips curve
- 4 Psychological pricing is also called as
(i) Penetration pricing (ii) Skimming pricing
(iii) Odd pricing (iv) Customary pricing
- 5 During recession, the rate of unemployment
(i) Increases (ii) Decreases
(iii) Does not change (iv) Becomes negative

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Outline the importance of decision making.
OR
b Bring out the steps in decision making.
- 7 a Determine the reasons for shift in demand.
OR
b Classify the types of elasticity of demand with examples.
- 8 a State the properties of Isoquant Curve.
OR
b Point out the different types of cost in economics.
- 9 a Enumerate the conditions of Price discrimination under Monopoly.
OR
b Explain with illustration, the kinked demand curve of Oligopoly.

Cont...

- 10 a Write a note on inflation and suggest measures to overcome inflation.
OR
b Recommend suitable economic policies for successful business.

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 6 = 30)

- 11 a Analyze the application of economic theories in decision making.
OR
b Discuss about the economic concepts and theories related to decision making.
- 12 a State the Law of Demand and explain the determinants of Market Demand.
OR
b Demonstrate the methods of Demand Forecasting for a new products.
- 13 a Elucidate the different stages of returns to scale.
OR
b Examine the cost and output relationship in short run.
- 14 a Discuss the Price and Output determination under Perfect Competition.
OR
b Explain the Equilibrium Determination under Monopolistic Competition.
- 15 a Explain in detail the scope and importance of Macro economics.
OR
b Enumerate the problems encountered in measuring National Income.

Z-Z-Z

END