



UN – 350

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I Semester B.Com. Examination, Nov./Dec. 2015  
(Repeaters) (2012-13 and Onwards)

COMMERCE

Paper – 1.4 : Market Behaviour and Cost Analysis

Time : 3 Hours

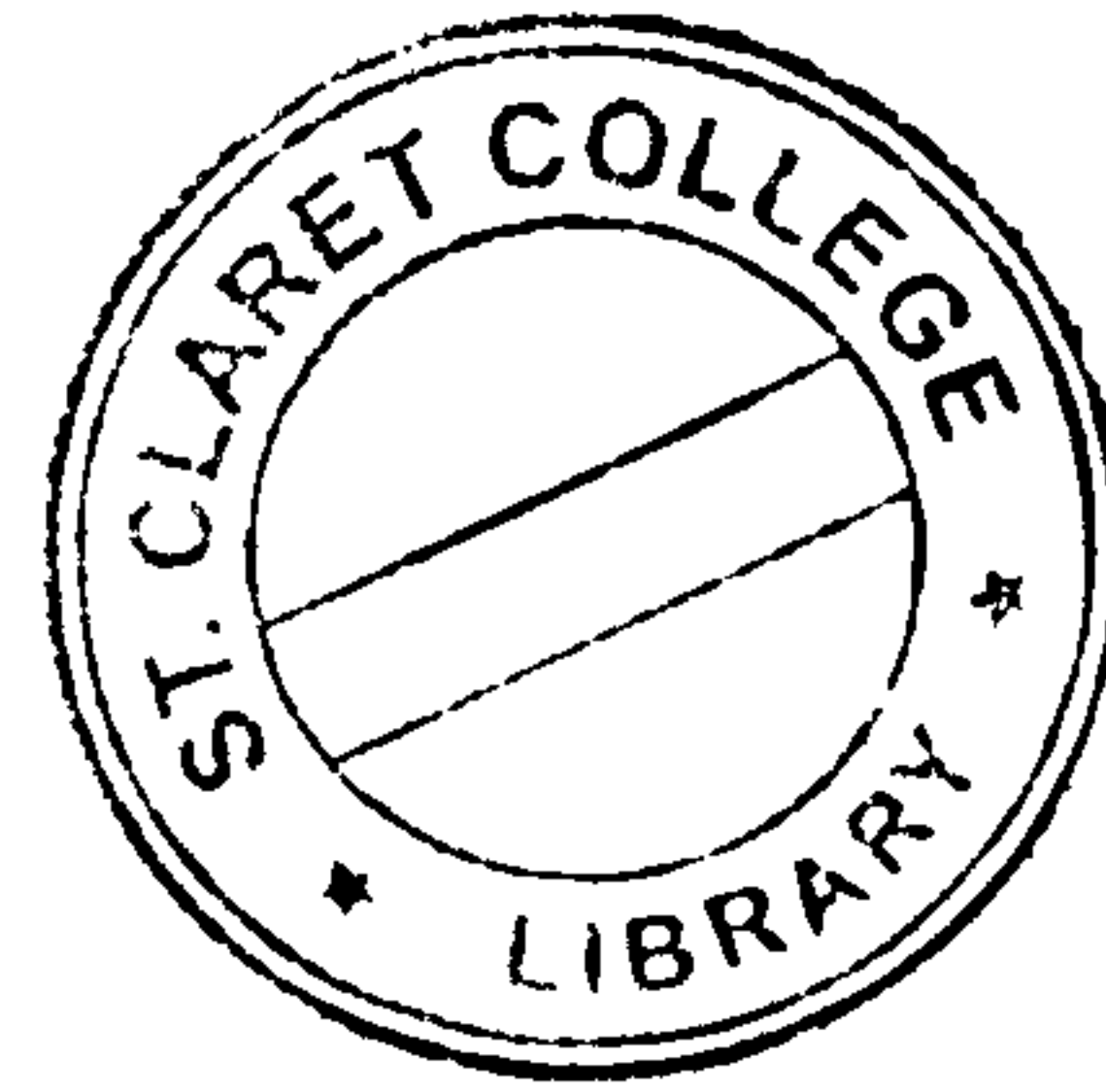
Max. Marks : 100

**Instruction :** Answer should be either in **English** or in **Kannada**.

SECTION – A

1. Answer **any 10** sub-questions. **Each** sub-question carries **2** marks. (2×10=20)

- a) What do you mean by Wealth Maximization ?
- b) What is Managerial Economics ?
- c) What is decision making ?
- d) Define dumping.
- e) What is meant by firm ?
- f) How do you determine BEP ?
- g) Define law of demand.
- h) What do you mean by penetration pricing ?
- i) What do you mean by price discrimination ?
- j) What is Giffen effect ?
- k) What is long term ?
- l) Write the meaning of explicit cost.



SECTION – B

Answer **any four** questions. **Each** question carries **8** marks.

(8×4=32)

2. Describe the steps in decision making.
3. What are the determinants of supply ?
4. Briefly describe the stages of Product Life Cycle (PLC).

P.T.O.



5. The following information is obtained from ABC Co. Ltd.

Particulars	Cost per unit (Rs.)
Material	20
Labour	10
Other variable OH	3
Fixed Expenses	18,000

If selling price is Rs. 40, calculate BEP.

6. With the help of following data, find out price elasticity of demand by adopting total outlay method.

Price per unit	Qty Demanded
a) 6.00	1000
5.00	1400
4.00	1800
b) 6.00	1000
5.00	1200
4.00	1500
c) 6.00	1000
5.00	1100
4.00	1250

### SECTION – C

Answer **any 3** questions. **Each** question carries **16** marks.

**(16×3=48)**

7. Describe the various types of Business Decisions.
8. Describe the cost behaviour in the short run and long run with the help of diagram.
9. Discuss the various methods of pricing.
10. The sales of XY Co. Ltd. are as under :

Year :	2009	2010	2011	2012	2013
<b>Sales</b> [in lacs. Rs.]	30	40	35	48	45

Using the method of least squares, find the trend values and also estimate the annual sales for the year 2015.