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SN – 457

I Semester B.Com. Examination, Nov./Dec. 2017
(2012-13 and Onwards) (Repeaters)
COMMERCE
Paper – 1.4 : Market Behaviour and Cost Analysis

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

1. Answer **any 10** sub-questions. Each sub-question carries **2** marks. **(2×10=20)**
- What is administered pricing ?
 - What is law of demand ?
 - State any 4 types of business decisions.
 - What is Wealth Maximisation ?
 - What is BEP ?
 - What is pay back period ?
 - What is cost of capital ?
 - What is margin of safety ?
 - Distinguish between stock and supply.
 - What is decision making ?
 - What is elasticity of demand ?
 - Distinguish between firm and industry.

P.T.O.



SECTION – B

Answer **any 4** questions. **Each** question carries **8** marks.

(8×4=32)

2. Explain the organisational goals of a firm.
3. Discuss the pricing over the life cycle of a product.
4. What is demand forecasting? Explain the methods of demand forecasting.
5. With the help of following data find out price elasticity of demand by adopting "Total Outlay Method".

Price (Pu)	Qty. demanded
₹	Units
a) 18	650
15	750
12	850
b) 18	650
15	780
12	975
c) 18	675
15	825
12	1050

6. You are given the following data :

Selling price ₹ 350

Variable cost ₹ 200

Fixed cost ₹ 16,50,000

Ascertain BEP.



SECTION - C

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

(16×3=48)

7. Explain the factors determining pricing policy.
8. Explain the determinants of price elasticity of demand.
9. ABC Ltd. provides the data :
Sales ₹ 3,00,000
Variable cost ₹ 2,20,000
Fixed cost ₹ 30,000
Profit ₹ 50,000
Calculate :
 - a) PV Ratio
 - b) BEP
 - c) Margin of safety
 - d) Sales required to earn a profit of ₹ 10,000.
10. A company's cost of capital is 10%. It is considering 2 mutually exclusive projects P and Q. The details are as under :

	P (₹)	Q (₹)
Outlay	1,40,000	1,40,000
Net Cash inflows	(₹)	(₹)
Year 1	20,000	1,20,000
2	40,000	80,000
3	60,000	40,000
4	90,000	20,000
5	1,20,000	20,000



Compute :

- a) Pay back period
- b) NPV

PV factor of Rupee 1 @ 10% for 5 years

Year	1	2	3	4	5
PVF	0.909	0.826	0.751	0.683	0.621

ಕನ್ನಡ ಆವೃತ್ತಿ

ವಿಭಾಗ - ಎ

1. ಈ ಕೆಳಗಿನ ಯಾವುದಾದರೂ 10 ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿ ಪ್ರಶ್ನೆಗೆ 2 ಅಂಕಗಳು.

(2×10=20)

- a) ಆಡಳಿತಾತ್ಮಕ ದರ ನಿಗದಿ ಎಂದರೇನು ?
- b) ಬೇಡಿಕೆ ನಿಯಮ ಎಂದರೇನು ?
- c) ನಾಲ್ಕು ಬಗೆಯ ವ್ಯವಹಾರ ನಿರ್ಧಾರಗಳನ್ನು ತಿಳಿಸಿ.
- d) ಸಂಪತ್ತು ಪರಮಾವಧಿಕರಣ ಎಂದರೇನು ?
- e) ಸಮ ಛೇದಕ ಬಿಂದು ಎಂದರೇನು ?
- f) ಮರುಗಳಿಕೆ ಅವಧಿ ಎಂದರೇನು ?
- g) ಬಂಡವಾಳ ವೆಚ್ಚ ಎಂದರೇನು ?
- h) ಸುರಕ್ಷಾ ಅಂಚಿನ ಪ್ರಮಾಣ ಎಂದರೇನು ?
- i) ದಾಸ್ತಾನು ಮತ್ತು ಪೂರೈಕೆಯ ವ್ಯತ್ಯಾಸ ತಿಳಿಸಿ.