



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)

- a) What is administered pricing ?
- b) What is law of demand ?
- c) State any 4 types of business decisions.
- d) What is Wealth Maximisation ?
- e) What is BEP ?
- f) What is pay back period ?
- g) What is cost of capital ?
- h) What is margin of safety ?
- i) Distinguish between stock and supply.
- j) What is decision making ?
- k) What is elasticity of demand ?
- l) 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 ಭೇದಕ ಬಿಂದು ಎಂದರೇನು ?

f) ಮರುಗಳಿಕೆ ಅವಧಿ ಎಂದರೇನು ?

g) ಬಂಡವಾಳ ವೆಚ್ಚ ಎಂದರೇನು ?

h) ಸುರಕ್ಷಾ ಅಂಚಿನ ಪ್ರಮಾಣ ಎಂದರೇನು ?

i) ದಾಸ್ತಾನು ಮತ್ತು ಪೂರೈಕೆಯ ವ್ಯತ್ಯಾಸ ತಿಳಿಸಿ.