



Reg. No. :

Name :

First Semester B.Com. Degree Examination, November 2018
First Degree Programme under CBCSS
Complementary Course – I
MANAGERIAL ECONOMICS
(Common for CO 1131/CC 1131 (2018 Adm.))

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** word to a maximum of **two** sentences. **Each** question carries **1** mark.

1. Define economics.
2. What do you mean by elasticity of demand ?
3. What do you understand by production function ?
4. Give a brief account of isocost curve.
5. What is meant by variable cost ?
6. Define monopoly.
7. Give a brief account of long-term forecast.
8. Write a short note on going-rate pricing.
9. What is meant by economies of scale ?
10. What do you understand by business cycles ? **(10×1=10 Marks)**

SECTION - B

Answer **any 8** questions, **not** exceeding **one** paragraph **each**. Each question carries **2** marks.

11. What do you mean by income elasticity ?
12. Distinguish between price elasticity and income elasticity of demand.
13. Name any two objectives of demand analysis.
14. Give any two properties of isoquants.
15. What do you mean by direct interview method of demand forecasting ?
16. Name two assumption of production function.
17. Distinguish between sunk costs and incremental costs.
18. Give a brief explanation of Hick's theory of trade cycle.
19. Explain briefly the law of diminishing returns.
20. What are the inadequacies of cost-plus pricing ?
21. How does managerial economics differ from traditional economics ?
22. Write a short note on Delphi method of demand forecasting. **(8×2=16 Marks)**

SECTION - C

Answer **any 6** questions, **not** exceeding **120** words **each**. Each question carries **4** marks.

23. Enumerate the objectives of demand forecasting.
24. What do you mean by oligopoly ? What are the features of oligopoly ?
25. Explain multiplier-accelerator interaction theory of business cycle.
26. Enumerate the determinants of demand.
27. What are the various kinds of Diseconomies of Scale ?



- 28. Enumerate the causes of business cycle.
- 29. Differentiate perfect competition from monopolistic competition.
- 30. Enumerate the factors involved in the pricing process.
- 31. What are the factors involved in demand forecasting ? **(6×4=24 Marks)**

SECTION – D

Answer **any two** questions, **not** exceeding **4** pages **each**. **Each** carries **15** marks.

- 32. Discuss the major characteristics of managerial economics.
 - 33. Discuss in detail the role of a managerial economist.
 - 34. What is meant by perfect competition ? Discuss the characteristics of perfect competition.
 - 35. Discuss the strategies followed in the pricing of new products. **(2×15=30 Marks)**
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Complementary Course I

MANAGERIAL ECONOMICS

(Common for CO 1131/CC 1131)

(2018 Admission onwards)

Time : 3 Hours

Max. Marks : 80

SECTION A

Answer **all** questions in one word or to a maximum of two sentences each.

Each question carries **1** mark.

1. Define managerial economics.
2. What is demand analysis?
3. What is elasticity of demand?
4. What is short term demand forecasting?
5. What is MRTS?
6. What is perfect competition?
7. What is duopoly?
8. What is marginal cost pricing?
9. Write two features of monopoly.
10. What is business cycle?



(10 × 1 = 10 Marks)

SECTION B

Answer **any eight** questions not exceeding one paragraph each.

Each question carries **2** marks.

11. What are the objectives of managerial economics?
12. What are the responsibilities of a managerial economist in relation to business?
13. What are the types of demand?
14. What is cross elasticity of demand?
15. What are the main objectives of demand forecasting?
16. Explain the managerial use of production function.
17. What are the features of perfect competition?
18. How output and price can be determined under monopoly?
19. What are the advantages of going rate pricing?
20. Explain under consumption theory of business cycle.
21. What are the preventive measures to be taken to control business cycle?
22. Write the difference between derived demand and autonomous demand.

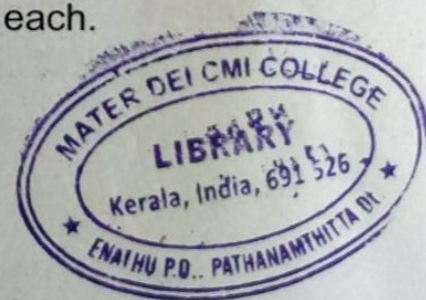
(8 × 2 = 16 Marks)

SECTION C

Answer **any six** questions in about 120 words each.

Each question carries **4** marks

23. What are the major determinants of demand?
24. What are the exemptions of the law of diminishing utility?
25. Write short notes on price elasticity of demand and its types.



26. What are the factors involved in demand forecasting?
27. Explain the nature of production function.
28. What are the economies of scale enjoyed by a firm?
29. What are the difference between monopoly and perfect competition?
30. Explain the five stages of life cycle of new products.
31. Explain innovative theory of business cycle.

(6 × 4 = 24 Marks)

SECTION D

Answer **any two** questions in not exceeding 4 pages each.

Each question carries **15** marks.

32. Managerial economics extends to certain fields of activity, which are carried out by business organizations. Explain the scope of managerial economics in relation to business activities.
33. What is law of variable proportion? Explain the assumptions and illustration of law of variable proportion.
34. What are the general considerations used to serve as guide lines in pricing of products?
35. Explain different methods of pricing used for different types of products.

(2 × 15 = 30 Marks)

