Reg. No. : .....

(Pages : 2)

B – 3108

Name : .....

First Semester B.Com. Degree Examination, December 2016
First Degree Programme under CBCSS
Complementary Course – I : CO 1131
MANAGERIAL ECONOMICS
(Common for CO 1131/CC 1131 (2013 Adm. Onwards) and CX 1131 (2014 Adm. Onwards))

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is Recession ?
2. What is price ?
3. Distinguish between demand estimation and demand forecasting.
4. Define managerial economics.
5. What is demonstration effect ?
6. What is price stabilization ?
7. What is Sunk Cost ?
8. What is Barometric technique of demand forecasting ?
9. State the Cobb Douglas production function.
10. What is price elasticity ?

(10×1=10 Marks)

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SECTION – B

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

11. What is Cross Demand ?
12. What are the techniques of demand estimation ?
13. State the difference between land and capital.
14. What is Business Cycle ?
15. What is accounting cost ?

16. What are the two types of forecasting ?
17. What do you mean by elasticity of demand ?
18. State the difference between Positive Economics and Normative Economics.
19. What are the advantages of Barometric Pricing ?
20. What is opportunity cost ?
21. What do you mean by Isoquant ?
22. What is pricing policies ?

(8×2=16 Marks)

SECTION – C

Answer **any six** questions **not** to exceed in **120** words. **Each** question carries **4** marks.

23. Is price an indicator of quality ? Explain.
24. Explain external diseconomies.
25. What are the steps of demand forecasting ?
26. What are the objectives of Managerial Economics ?
27. Explain the causes of business cycles.
28. Explain penetration price policy.
29. Explain Optimum firm.
30. What are the managerial use of production function ?
31. What are the factors affecting elasticity of demand ?

(6×4=24 Marks)

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SECTION – D

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

32. Explain the role and responsibilities of managerial economist ?
33. Explain the Law of Returns to Scale.
34. Mention the important methods of pricing with advantages and disadvantages of each.
35. Define decision making. Discuss how economic theories are helpful in decision making.

(2×15=30 Marks)