D – 5064

Reg. No. : .....

Name : .....

First Semester B.Com. Degree Examination, February 2018
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 1 mark.

1. What is the meaning of Recovery ?
2. What is Demand ?
3. What is Utility ?
4. What is Consumer surplus ?
5. What do you mean by Autonomous demand ?
6. What is Zero Income Elasticity ?
7. Define Perfect competition.
8. What do you mean by Isoquants ?
9. What is Monopoly ?
10. Explain Reserve Price.

(10×1=10 Marks)

SECTION – B

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

11. Explain Decision Making Models.
12. What is Micro economics and Macro economics ?
13. What are the different types of Income Elasticity ?
14. What are the features of Boom ?

15. Explain the importance of Cost Analysis.
16. Distinguish between Short Run and Long Run Demand.
17. Explain the Cobb- Douglas production function.
18. What are the Properties of Isoquants ?
19. Why do increasing returns to scale occur ?
20. What are the importance of Price Elasticity ?
21. What is meant by Fiscal Policy ?
22. Explain Wealth definition of Economics ? **(8×2=16 Marks)**

SECTION – C

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

23. Explain Price Discrimination.
24. What are the different types of Price Elasticity ?
25. Explain different pricing strategies for new product.
26. Explain the Law of Diminishing Returns.
27. Define Decision Making. What are the different types of Decisions ?
28. Discuss Hick's theory of Multiplier and Accelerator.
29. Explain the importance of Managerial economics.
30. What are the features of Oligopoly ?
31. Explain forecasting demand for new product. **(6×4=24 Marks)**

SECTION – D

Answer **2** questions **not** exceeding **4** pages. **Each** question carries **15** marks.

32. Briefly discuss the kinds of Elasticity of Demand.
33. Explain the Law of Returns To Scale.
34. What are the different methods of demand forecasting ?
35. What are the phases of business cycle ? **(2×15=30 Marks)**
