(Pages : 3) **E – 3130**

Reg. No. : .....

Name : .....

First Semester B.Com. Degree Examination, July 2018
First Degree Programme under CSS
(SDE)
Complementary Course – I
CO 1131 : MANAGERIAL ECONOMICS
(2017 Admission)

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. Define managerial economics.
2. What is demand function ?
3. What is breakeven point pricing ?
4. Explain income elasticity.
5. What is cross elasticity ?
6. Define customary pricing.
7. What is marginal product ?
8. What is meant by the term elasticity ?
9. What is average product ?
10. Explain business life cycle.

(10×1=10 Marks)

SECTION – B

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

11. Explain the term bandwagon effect.

P.T.O.

12. What are the two method of pricing a new product ?
13. What is homogenous production function ?
14. Give the assumptions of isoquants.
15. What is producer's equilibrium ?
16. Write a short note on barometric technique of demand forecasting.
17. Distinguish between autonomous demand and derived demand.
18. What is demand schedule ?
19. Explain the method for measuring price elasticity.
20. Explain forward planning.
21. Distinguish between programmed and non programmed decision.
22. What is principle of contribution ? **(8×2=16 Marks)**

SECTION – C

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

23. What is the reason for the downward sloping demand curve ?
24. Give the steps in demand forecasting.
25. Explain the law of variable proportion. Why does the law of variable proportion operate ?
26. Briefly explain the roles of a managerial economist.
27. Distinguish between managerial economics and traditional economics.
28. Briefly explain the factors determining elasticity of demand.
29. Give the objectives of demand forecasting.
30. What do you mean by optimum combination of input ?
31. What are the requisites of a good forecasting method ? **(6×4=24 Marks)**

SECTION – D

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

32 What is demand forecasting ? Explain briefly the various method of demand forecasting for

i) Established products and

ii) New products.

33 What is diseconomies of scale ? Explain various diseconomies of scale.

34 Explain the different theories of business cycle.

35 Give a brief account of the factors to be considered while formulating pricing policy. **(2x15=30 Marks)**

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