ALL SAINTS COLLEGE LIBRARY TRIVANDRUM

(Pages : 3)

H-2147

Reg. No. : .....

Name : .....

First Semester B.Com. Degree Examination, November 2019

First Degree Programme Under CBCSS

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)

P.T.O.

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)