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Name : Megha. D. J

First Semester B.Com. Degree Examination, August 2021

First Degree Programme under CBCSS

Complementary Course I

CO 1131/CC 1131 : MANAGERIAL ECONOMICS

(2018 – 2019 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences.

1. State the theories of business cycle.
2. What do you mean by Veblen effect?
3. What is cross elasticity?
4. What do you mean by Delphi method of demand forecasting?
5. What is producer's equilibrium?
6. What is isocost curve?
7. What is shift in demand?
8. What is break-even point pricing?
9. What is price dumping?
10. What are diseconomies of scale?

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions not exceeding a paragraph.

11. What is the role of consumer psychology in pricing?
12. Explain the features of monopoly.
13. What are the various types of price elasticity?
14. Explain the features of monopolistic competition.
15. What are the managerial uses of production function?
16. Describe boom.
17. Explain the factors determining elasticity of supply.
18. What are the characteristics of a business cycle?
19. Discuss the scope of managerial economics?
20. Discuss the conditions of price discrimination.
21. Distinguish between differential pricing and going rate pricing.
22. State the properties of isoquants.

(8 × 2 = 16 Marks)

SECTION – C

Short essay type questions. Answer any **six** questions.

23. Explain the various methods of forecasting demand.
24. Distinguish between micro economics and macro economics.
25. Discuss the various factors governing demand.
26. How economies of scales arises? Write its nature.

27. Discuss the important pricing strategies.

28. Describe the different types of price leadership.

29. Distinguish between perfect competition and monopolistic competition.

30. What are the various exceptions to the law of demand?

31. Discuss the importance of the law of demand.

(6 × 4 = 24 Marks)

SECTION – D

Long essay type questions. Answer any **two** questions.

32. Discuss the basic principles of managerial economics.

33. Define elasticity of supply. Explain the factors affecting elasticity of supply?

34. Discuss the steps to be taken to achieve economic stability.

35. Explain the various economies and diseconomies of scale.

(2 × 15 = 30 Marks)

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Njan vare aosite pras pasanja thaanu athina-