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Reg. No. : .....

Name : .....

First Semester B.Com. Degree Examination, June 2022

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 each. **Each** question carries **1** mark.

1. What is demand?
2. What is income elasticity of demand?
3. What is Production function?
4. Define managerial economics.
5. What is demand schedule?
6. What is monopoly?
7. What are Giffen goods?
8. What is implicit cost?
9. What is cross demand?
10. What is isoquants?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

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

11. What do you mean by consumer surplus?

12. Explain monospolistic competition.

13. What do you mean by shift in demand?

14. What are the features of business cycles?

15. What is price discrimination?

16. What is the importance of elasticity of demand?

17. What do you mean by marginal revenue?

18. What is equi-marginal principle?

19. What is Delphi method of forecasting technique?

20. What is oligopoly?

21. What do you mean by economies of scale?

22. Distinguish between income elasticity and cross elasticity of demand.

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions in not exceeding **120** words each. **Each** question carries **4** marks.

23. Why does demand curve slopes downwards?

24. What is price elasticity? Explain types of price elasticity.

25. Explain the law of diminishing marginal utility.

26. Discuss the factors influencing the price elasticity of demand.

27. "Managerial economics is a tool for decision making and forward planning" Discuss.

28. What are the tools and techniques of demand estimation?

29. Explain briefly the general consideration involved in pricing policy.

30. Explain the laws of returns.

31. Briefly explain the importance of managerial economics.

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions in not exceeding for pages each. **Each** question carries **15** marks.

32. What is business cycle? Explain its phases.

33. Explain the different type of elasticity of demand and its estimation.

34. What is demand forecasting? Discuss the techniques.

35. Explain the nature and scope of managerial economics.

(2 × 15 = 30 Marks)
