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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

(2020 Admission Onwards)

Time : 3 Hours Max. Marks : 80

SECTION – A

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

1. What do you mean by differential pricing?
2. Who is a Managerial economist?
3. What are complimentary goods?
4. State the meaning of isocost curve.
5. What is product line pricing?
6. Why Managerial economics is pragmatic?
7. What is fiscal policy?
8. Mention any two objectives of demand forecasting.

P.T.O.

9. What are the phases of business cycle?

10. What do you mean by optimum combination of inputs?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Define market and state its types.

12. Define GDP.

13. What do you mean by Price?

14. Distinguish between micro level forecasting and macro level forecasting.

15. What is extension and contraction of demand?

16. What are the points of difference between recession and depression?

17. What do you mean by shift in demand?

18. State the relationship of managerial economics with accounting.

19. Mention the assumptions of Law of diminishing returns.

20. What is demand analysis?

21. Write two features of managerial economics.

22. What are circumstances in which price skimming policy will be adopted by a firm?

23. What is consumer surplus?

24. What are 'point' and 'arc' elasticity?

25. What

26. What

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27. State

28. Discus

29. Give manag

30. State

31. What

32. Econo

33. Explai

34. Briefly

35. Explai

36. State t

37. What i

38. Explai

25. What do you mean by slump in trade cycle?

26. What is price leadership under oligopoly market?

(8 × 2 = 16 Marks)

SECTION – C

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

27. State Law of Demand. Explain its reasons and Exceptions.

28. Discuss about stages of production under law of variable proportions.

29. Give a detailed account on the tools and techniques of decision making in managerial economics.

30. State the properties of isoquants.

31. What is Business Cycle? State the causes.

32. Economics is called a Science of Scarcity and Choice. Discuss.

33. Explain the various cost oriented pricing policies.

34. Briefly explain the factors influencing demand forecasting.

35. Explain the features of trade cycles.

36. State the importance and criticisms of Cobb — Douglus Production function.

37. What is monopoly? Explain the features and types of monopoly.

38. Explain the uses of elasticity of demand.

(6 × 4 = 24 Marks)

SECTION – D

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

39. Briefly explain the factors influencing pricing decision.

40. Discuss the nature and scope of Managerial economics.

41. Explain the concept of Returns to Scale. Discuss the internal and external economies of scale.

42. Define Monopolistic competition. Explain the characteristics of Monopolistic competition.

43. What is elasticity of demand? Describe the different types of Elasticity of demand.

44. Explain the various theories of Business cycle.

(2 × 15 = 30 Marks)
