(Pages : 3) P – 7841

Reg. No. : .....

Name : .....

First Semester B.Com. Degree Examination, March 2023

First Degree Programme under CBCSS

Complementary Course – I

CO 1131/CC 1131 : MANAGERIAL ECONOMICS

(2018 Admission Onwards)

Time : 3 Hours Max. Marks : 80

SECTION – A

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

1. Define demand forecasting.
2. What is Managerial Economics?
3. What is pure competition?
4. What is opportunity cost?
5. What is decision making?
6. What is market demand?
7. What is Business Cycle?
8. Define Economic problem.
9. Explain the law of supply.
10. What is duopoly?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

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

11. What do you mean by income elasticity?

12. Write a note on Cobb-Douglas Production Function.

13. What is Average Revenue?

14. What is Delphi technique?

15. What is price discrimination?

16. What is price dumping?

17. What do you mean by going rate pricing?

18. Write two objectives of demand forecasting.

19. What do you mean by customary pricing?

20. What is penetration pricing?

21. What is depression?

22. What is producer's equilibrium?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Explain the cost-output relationship in the short run.

24. Explain the qualities of good demand forecasting.

25. What are the factors affecting pricing decision?

26. Explain the objectives of pricing policies.

27. What are the types of decision making?

28. State the features of business cycle.

29. Explain diseconomies of scale.

30. Write a note on Target pricing.

31. Explain the salient features of recession.

(6 × 4 = 24 Marks)

SECTION – D

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

32. What is monopolistic competition? Explain the features of monopolistic competition?

33. Discuss the various phases of a business cycle.

34. Explain the factors determining supply of a commodity.

35. Discuss the role of Managerial economist in business decision making.

(2 × 15 = 30 Marks)