

(Pages : 3)

**N – 8741**

**Reg. No. :** .....

**Name :** .....

**First Semester B.Com. Degree Examination, July 2022**  
**Career Related First Degree Programme Under CBCSS**  
**Group 2(b) : Commerce with Computer Application**  
**Complementary Course - I**  
**CC 1131 : MANAGERIAL ECONOMICS**  
**(2013 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions in **one** word to maximum of **two** sentences. **Each** question carries **1** mark.

1. State the Law of Demand.
2. What is Giffen paradox?
3. What is cross elasticity?
4. What will you call the goods which can be used in the place of others with same level of satisfaction?
5. Give an example of implicit cost.
6. State another name for isoquant curve.
7. What is the most important factor considered in fixing price under cost plus pricing?
8. Suggest a pricing policy when the demand conditions are slack.

**P.T.O.**

9. State the Break even point pricing method.
10. What is sunk cost?

**(10 × 1 = 10 Marks)**

### SECTION – B

Answer **any eight** questions not exceeding **one** paragraph, each question carries **2** marks.

11. Define production function.
12. What is demonstration effect?
13. What is veblen effect?
14. Define Economics.
15. Give two objectives of demand forecasting.
16. State two advantages of large-scale production.
17. Bring out two points of distinction between superior goods and inferior goods.
18. Define advertising elasticity of demand.
19. Define and explain price elasticity of demand.
20. Bring out the functions of a managerial economist.
21. State two assumptions of law of demand.
22. What are the features of depression?

**(8 × 2 = 16 Marks)**

### SECTION – C

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

23. State different pricing methods.
24. Explain various internal economics to scale.

25. What are the peculiarities of land as one of the factors of production?
26. Define production. What are the managerial uses of production functions?
27. Explain various techniques of demand estimation.
28. Bring out the methods for forecasting the demand of a new product.
29. State the exceptions to the law of demand.
30. Discuss the factors affecting elasticity of demand.
31. Define managerial economics. Explain its characteristics.

**(6 × 4 = 24 Marks)**

#### SECTION – D

Answer **any two** questions not exceeding **4** pages. **Each** question carries **15** marks.

32. What is pricing policy? Explain the factors which govern the pricing decisions.
33. Explain various economics and diseconomics of scales of operation.
34. What are cyclical fluctuations? Discuss their causes. Mention some measures for the effective control of these fluctuations.
35. Enumerate the factors involved in demand forecasting. State the purpose of forecasting both short-term and long-term.

**(2 × 15 = 30 Marks)**