



Reg. No. :

Name :

First Semester B.Com. Degree Examination, January 2016

First Degree Programme under CBCSS

Complementary Course I : CO 1131

MANAGERIAL ECONOMICS

**Common for CO 1131/ CC 1131 (2013 Adm. Onwards) and CX 1131
(2014 Adm. Onwards)**

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 Marginal cost pricing?
2. Define utility.
3. What is demand schedule ?
4. What is shift in demand ?
5. What is Veblin effect ?
6. What is meant by monetary policy ?
7. What is Trend projection method ?
8. Define Demand forecasting.
9. State the Laws of production.
10. Define the concept of Isocost curves.

(10×1=10 Marks)

SECTION – B

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

11. Explain the Law of Return to Scale.
12. Distinguish between Derived Demand and Autonomous Demand.
13. Explain climatic theory of Business Cycle.
14. What do you mean by Marginal Revenue ?

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15. What is meant by Rate of return pricing ?
16. Explain monopolistic competition.
17. Distinguish income elasticity and cross elasticity of demand.
18. What are the important methods of demand forecasting ?
19. What are the properties of Iso-quants ?
20. What is discriminating monopoly ?
21. Explain Law of variable proportions.
22. Mention the different phases of Business Cycle.

(8×2= 16 Marks)

SECTION – C

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

23. State and explain the Law of Demand.
24. Explain the important detriments of Demand.
25. Discuss price discrimination by dumping.
26. Distinguish between pure competition and perfect competition.
27. State the difference between extension and contraction of supply.
28. Discuss the importance of demand forecasting.
29. Discuss the concept of a optimum combination of inputs.
30. State and explain Cobb-Douglas production function.
31. What are the characteristics of Oligopoly ? Explain.

(6×4= 24 Marks)

SECTION – D

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

32. Explain the meaning of price leadership. What are the conditions necessary for effective price leadership ?
33. Define elasticity of demand. What are the factors influencing elasticity of demand ?
34. Discuss the law of diminishing marginal utility. What is its use in business ?
35. Discuss the nature and scope of Managerial Economics.

(15×2= 30 Marks)

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Time : 3

Answer

1. Wh

2. Giv

3. Wh

4. Exp

5. Wh

6. Wh

7. Exp

8. Wh

9. Wh

10. Exp

Answer

11. Wh

12. Wh

13. Wh