



(Pages : 3)

F – 1915

Reg. No. :

Name :

First Semester B.Com. Degree Examination, November 2018

First Degree Programme Under CBCSS

Complementary Course – I : CO 1131

MANAGERIAL ECONOMICS

**(Common for CO 1131/CC 1131 (2013 Adm. to 2017 Admn.) and CX 1131
(2014 Admn. Onwards))**

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is macro economics ?
2. Define managerial economics.
3. What is cross demand ?
4. What is derived demand ?
5. What is an optimum firm ?
6. What is implicit cost ?
7. What is revenue ?
8. What is oligopoly ?
9. What is sunk cost ?
10. What is depression period ? **(10×1=10 Marks)**

P.T.O.



SECTION - B

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

11. Write any five characteristics of depression.
 12. What are the features of business cycle ?
 13. What is price discrimination ?
 14. What are the limitations of going rate pricing ?
 15. Write a note on external economies of scale.
 16. Write a note on Cobb-Douglas production function.
 17. What are the different types of production function ?
 18. What is elasticity of demand ?
 19. What are durable goods and perishable goods ?
 20. What are the assumptions of the law of diminishing marginal utility ?
 21. Write the names of methods of demand forecasting.
 22. What is decision making ?
- (8×2=16 Marks)**

SECTION - C

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

23. What are the main objectives of demand analysis ?
24. What are the determinants of demand ?
25. Why does demand curve slopes downward ?



- 26. What are the types of demand forecasting ?
- 27. What are the types of income elasticity of demand ?
- 28. What are the major exceptions to law of demand ?
- 29. What are the general considerations involved in pricing policy ?
- 30. Explain the laws of return.
- 31. What are the types of elasticity of demand ? **(6×4=24 Marks)**

SECTION – D

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

- 32. Explain the objectives and scope of managerial economics.
- 33. Explain the law of diminishing marginal utility and its assumptions and limitations.
- 34. What is business cycle ? Explain its phases.
- 35. What are the main features of monopoly ? How price is determined under monopoly ? **(2×15=30 Marks)**



(10×1=10 Marks)