



Reg. No. : .....

Name : .....

**First Semester B.Com. Degree Examination, November 2018**

**First Degree Programme under CBCSS**

**Complementary Course – I**

**MANAGERIAL ECONOMICS**

**(Common for CO 1131/CC 1131 (2018 Adm.))**

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. Define economics.
2. What do you mean by elasticity of demand ?
3. What do you understand by production function ?
4. Give a brief account of isocost curve.
5. What is meant by variable cost ?
6. Define monopoly.
7. Give a brief account of long-term forecast.
8. Write a short note on going-rate pricing.
9. What is meant by economies of scale ?
10. What do you understand by business cycles ? **(10×1=10 Marks)**



## SECTION – B

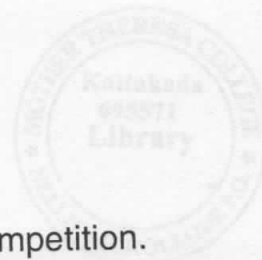
Answer **any 8** questions, **not** exceeding **one** paragraph **each**. **Each** question carries **2** marks.

11. What do you mean by income elasticity ?
12. Distinguish between price elasticity and income elasticity of demand.
13. Name any two objectives of demand analysis.
14. Give any two properties of isoquants.
15. What do you mean by direct interview method of demand forecasting ?
16. Name two assumption of production function.
17. Distinguish between sunk costs and incremental costs.
18. Give a brief explanation of Hick's theory of trade cycle.
19. Explain briefly the law of diminishing returns.
20. What are the inadequacies of cost-plus pricing ?
21. How does managerial economics differ from traditional economics ?
22. Write a short note on Delphi method of demand forecasting. **(8×2=16 Marks)**

## SECTION – C

Answer **any 6** questions, **not** exceeding **120** words **each**. **Each** question carries **4** marks.

23. Enumerate the objectives of demand forecasting.
24. What do you mean by oligopoly ? What are the features of oligopoly ?
25. Explain multiplier-accelerator interaction theory of business cycle.
26. Enumerate the determinants of demand.
27. What are the various kinds of Diseconomies of Scale ?



- 28. Enumerate the causes of business cycle.
- 29. Differentiate perfect competition from monopolistic competition.
- 30. Enumerate the factors involved in the pricing process.
- 31. What are the factors involved in demand forecasting ? **(6×4=24 Marks)**

**SECTION - D**

Answer **any two** questions, **not** exceeding **4** pages **each**. **Each** carries **15** marks. Marks : 30

- 32. Discuss the major characteristics of managerial economics.
- 33. Discuss in detail the role of a managerial economist.
- 34. What is meant by perfect competition ? Discuss the characteristics of perfect competition.
- 35. Discuss the strategies followed in the pricing of new products. **(2×15=30 Marks)**

- 2. What do you mean by elasticity. \_\_\_\_\_
- 3. What do you understand by production function ?
- 4. Give a brief account of iso \_\_\_\_\_
- 5. What is meant by variable \_\_\_\_\_
- 6. Define monopoly.
- 7. Give a brief account of long-term forecast.
- 8. Write a short note on going-rate pricing.
- 9. What is meant by economies of scale ?
- 10. What do you understand by business cycles ? **(10×1=10 Marks)**

