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Reg. No. : .....

Name : .....

**First Semester B.Com. Degree Examination, August 2021**

**First Degree Programme Under CBCSS**

**Complementary Course I**

**CO 1131/CC 1131/CX 1131 : MANAGERIAL ECONOMICS**

**(Common for CO 1131/CC 1131 (2013, 2015-2017 Admission) and CX 1131  
2015-2019 Admn)**

Time : 3 Hours

Max. Marks : 80

**PART - A**

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

1. What is Sunk Cost?
2. What do you mean by Price Discrimination?
3. What is Cost Function?
4. Define Demand.
5. What is meant by Depression?
6. What do you mean by Marginal Cost Pricing?
7. Define Opportunity Cost.
8. What is Reserve Price?

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9. What is Production Function?
10. What do you mean by Iso Quant Curves?

(10 × 1 = 10 Marks)

### PART – B

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

11. Explain Short Term and Long Term Demand Forecasting.
12. What is meant by Cross Elasticity of Demand?
13. Explain the cost output relationship in the short run?
14. Write down the Cobb Douglas Production Function?
15. Explain Hawtrey's Pure Monetary Theory of business cycle.
16. State the Law of Diminishing Returns.
17. Write short note on Historical cost and Replacement Cost?
18. What are the determinants of price elasticity?
19. What are the features of a good forecasting method?
20. What is Utility and the different types of utility?
21. What is Programmed and Non Programmed Decision?
22. What do you mean by Total Cost, Marginal Cost and Average Cost?

(8 × 2 = 16 Marks)

### PART – C

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

23. Explain the pricing strategy of a new product.
24. Write a short note on Diseconomies of Scale.

25. What are the causes of Business Cycle?
26. What are the factors to be considered while framing a Pricing Policy?
27. Illustrate the Law of Variable Proportion.
28. What are the degrees of Price Elasticity of Demand?
29. Explain the scope of Managerial Economics.
30. If the price of a commodity is Rs. 10 per unit, the demand for it is 2400 units, But if the Price goes up to Rs. 12 per unit, then the quantity demanded comes down to 1200 units. Calculate the Elasticity of Demand.
31. What are the factors determining business cycle?

(6 × 4 = 24 Marks)

#### PART – D

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

32. Explain the market condition Oligopoly and price determination in Oligopoly.
33. What do you mean by Elasticity and explain its types?
34. Explain the Internal and External Economies of Scale.
35. Explain the different phases of Business Cycle.

(2 × 15 = 30 Marks)