

Reg. No.: .....



Name: .....

**University of Kerala**

**U8981**

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

**MANAGEMENT**

**UK2DSCMGT102 - Managerial Economics**

Academic Level: 100-199

**Time: 2 Hours(120 Mins)**

**Max. Marks: 56**

**Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each,  
Answer all questions**

Qn No.	Question	CL	CO
1	Average Product (AP) =  Options : A)AP= TP x Input B)AP= TP/Units of Variable input C)Ap= MP/Input D)AP= Total cost/Output	RE	3
2	Define the Law of Supply?	RE	1
3	Identify the primary goal of managerial economics Options : A)profit maximization B)Cost maximization C)Revenue maximization D)Social welfare maximization	UN	1
4	Select a product with elastic demand Options : A)Salt B)Luxury car C)House D)Food	UN	2
5	Law of diminishing return applies in .....	UN	3
6	An oligopoly market is characterized by..... sellers.	UN	4

**Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions**

Qn No.	Question	CL	CO
7	Compare the demand curves of perfect competition and monopoly	UN	4
8	Compare Wealth and Welfare	UN	1
9	Apply the concept of Law of diminishing marginal utility with an example.	AP	3
10	As a manager at a retail shop, identify the extend to which you can apply economic theories in pricing.	AP	1

Qn No.	Question	CL	CO
11	Demonstrate the differences between perfect competition and imperfect competition with examples	AP	4

**Part C.16 Marks:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options \* within each question**

Qn No.	Question	CL	CO
12	A) Construct a demand curve using given price-quantity data and derive the equation of the demand function. OR B) Exhibit the characteristics of perfectly competitive market.	AP	2, 4
13	A) Implement the decision-making process using economic theories to evaluate whether a company should invest in new technology. OR B) Demonstrate production function and its managerial application	AP	1, 3
14	A) Compare monopolistic competition and oligopoly. and examine the competitive strategies faced by the firms in these market structure OR B) Analyse the law of returns to scale.	AN	4, 3
15	A) Gold price increases significantly yet the demand for gold increases. Analyze whether this violates the Law of demand OR B) Differentiate economics from managerial economics.	AN	2, 1

**Part D.24 Marks: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options \* within each question**

Qn No.	Question	CL	CO
16	A) Compare and contrast different demand forecasting methods and their suitability for various industries OR B) Break down the concept of diminishing marginal utility and Deconstruct its implications for consumer behavior.	AN	2, 1
17	A) Evaluate the effect of globalization on business cycle fluctuations. OR B) Evaluate the relationship between managerial economics and other disciplines, explaining how different fields contribute to better decision-making	EV	3, 1
18	A) Consider and assess the impact of supply elasticity on the market price. OR B) Evaluate the effectiveness of non-price competition in monopolistic and oligopolistic markets.	EV	3, 4
19	A) Construct a model showing the impact of oligopoly on consumer choice. OR B) Design a demand forecasting plan for a retail business dealing with seasonal products like winter clothing.	CR	3, 2