

20U154S

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Name:

Reg. No.....

FIRST SEMESTER B.Com./B.B.A./B.C.P. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS UG)

(Regular/Supplementary/Improvement)

CC15U BC1 C01/ CC16U BC1 C01/ CC15U BB1 C01/CC17U BCP1 B02

MANAGERIAL ECONOMICS

(Core Course)

(B.Com. 2015, 2016 Admission, B.B.A. 2015 Admission onwards)

(B.Com. Professional 2017 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

Part I

Answer *all* questions. Each question carries 1 mark.

Choose the correct answer from brackets:

1. In case of an inferior good income elasticity of demand is:
(a) Positive (b) Zero (c) Infinite (d) Negative
2. A monopolist is a price
- (a) Maker (b) Adjuster (c) Taker (d) None of these
3. The change in total product resulting from a change in variable input is
- (a) Average cost (b) Marginal cost (c) Marginal product (d) Average product
4. A situation of severe falling prices and lowest level of economic activities is known as
- (a) Boom (b) Depression (c) Recovery (d) Recession
5. Micro economic theory is also known as
- (a) Price theory (b) Demand theory (c) Income theory (d) Consumption theory

Fill in the blanks:

6. The study of entire economic system is called
7. is the first order condition for the profit of a firm to be maximum.
8. Price rigidity is an important feature of market.
9. During the period of depression financing should be adopted.
10. is a method of leadership pricing.

(10 x 1 = 10 Marks)

Part II

Answer any *eight* questions. Each question carries 2 marks.

11. What do you mean by managerial diseconomies?
12. Explain the relation between AC and MC.

13. What are the factors governing demand?
14. Explain the barometric technique of demand forecasting.
15. Distinguish between accounting cost economic cost.
16. What is price dumping?
17. What are random variations?
18. Distinguish between cross elasticity and advertising elasticity.
19. What is discounting principle?
20. Explain how the price of a new product is determined.

(8 x 2 = 16 Marks)

Part III

Answer any *six* questions. Each question carries 4 marks.

21. Explain various degrees of price elasticity.
22. Discuss the cost output relationship in the short run.
23. Explain kinked demand curve model of oligopoly.
24. State and illustrate the optimum combination of resources with the help of Isoquants.
25. Define business cycle. Discuss its salient features.
26. Critically examine price as a weapon of competition.
27. Explain the basic economic tools used in managerial economics.
28. What do you mean by changes in demand?

(6 x 4 = 24 Marks)

Part IV

Answer any *two* questions. Each question carries 15 marks.

29. What is perfect competition? Explain the features of perfect competition. Explain the Short run and long run price determination under perfect competition.
30. What is economic forecasting? Explain the methods of economic forecasting.
31. State the law of variable proportion. What are its assumptions, Explain the practical importance of the law of variable proportion?

(2 x 15 = 30 Marks)
