

20U155S

(Pages: 3)

Name:

Reg. No.....

FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS-UG)

CC17U BC1 C01 - MANAGERIAL ECONOMICS

(Commerce - Complementary Course)

(2017, 2018 Admissions - Supplementary)

Time: Three Hours

Maximum: 80 Marks

Part – A

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

Choose the correct answer:

1. ----- theory implies that decisions are made rationally after considering the pros and cons of all the alternatives carefully.
a) Traditional theory
b) Behavioural theory
c) Classical theory
d) None of the above
2. ----- goods are those goods whose demand increases with increase in price and decreases with decrease in price.
a) Consumer goods
b) Giffen goods
c) Prestige goods
d) Necessary goods
3. Which of the following is not a survey method of demand forecasting?
a) Barometric method
b) Consumer Interview method
c) Experts Opinion method
d) Collective Opinion method
4. ----- are costs which have already been incurred and which cannot be changed by any decision made now or in the future.
a) Opportunity cost
b) Incremental cost
c) Explicit cost
d) Sunk cost
5. ----- is a price discrimination in which the producer sells goods in the foreign market at a low price to promote exports by taking advantage of monopoly power enjoyed in the home market.
a) Price dumping
b) Price leadership
c) Independent pricing
d) None of these

Fill in the blanks:

6. ----- is a situation where people with education and skills accept unskilled jobs rather than remaining unemployed.

7. A monopoly that emerges because of economies of scale is called a -----
8. ----- is an important tool of cost minimisation which involves rethinking and redesigning the business processes to achieve dramatic improvements in the business performance and to reduce costs.
9. ----- production function refers to the production function in which one input can be substituted by other but to a limited extent.
10. The gap between the total utility of a product and its total market value is called -----

(10 x 1 = 10 Marks)

PART – BAnswer any *eight* questions. Each question carries 2 marks.

11. Write a note on Ordinal Utility Approach.
12. Distinguish between direct and derived demand.
13. Write a note on Equi-marginal principle of managerial economics.
14. Different methods are used for forecasting demand for new products. Explain.
15. “The law of variable proportion can be applicable anywhere and everywhere.” Comment.
16. Distinguish between average cost and marginal cost.
17. What do you mean by kinked demand model?
18. There are several causes for inequality of income in India. Discuss.
19. Define Elasticity of demand.
20. A demand curve generally slopes downwards from left to right. Why?

(8 x 2 = 16 Marks)

Part – CAnswer any *six* questions. Each question carries 4 marks.

21. Write a note on criticisms of Indifference curve analysis.
22. There are some similarities and differences between the law of variable proportion and the law of returns to scale. Explain.
23. Explain different methods to predict future demand for established products.
24. Cost minimization can be achieved through different ways or methods. Explain.
25. What is monopolistic competition? What are the essential features of monopolistic competition?
26. Define Inflation. What measures do you suggest to control inflation?
27. The concept of elasticity of demand is very useful in economic theory and business decisions.” Explain its practical importance.
28. What are the various exceptions to the law of demand?

(6 x 4 = 24 Marks)

Part – DAnswer any *two* questions. Each question carries 15 marks.

29. What is perfect competition? How pricing decisions are taken under perfect competition in short run and long run?
30. “Unemployment is a common economic malady being faced by most of the less developed countries in the world”- Discuss briefly the causes and impact of unemployment.
31. Define demand. Write a note on factors affecting individual demand and market demand.

(2 x 15 = 30 Marks)
