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(Pages: 2)

50

Name:

Reg. No.....

FIRST SEMESTER DEGREE EXAMINATION DECEMBER/JANUARY 2015-16
(2015 Admission)

CC15UBC1C01/CC15UBB1C01– MANAGERIAL ECONOMICS (complementary)

Time : Three Hours

Maximum: 80 Marks

Part –I

Answer all questions. Each question carries 1 mark.

A. Choose the correct answer from brackets:

1. Which of the following is not a system of pricing in Oligopoly?
a) Independent pricing b) Predatory pricing
c) Price Leadership d) Collusion
2. Micro Economics studies the economic actions and behavior of:
a) Individual units b) Economic aggregates
c) Total employment d) General price level
3. Income elasticity of demand is negative for a :
a) Positive goods b) Normal goods
c) Elastic goods d) Inferior goods
4. Which of the following is not a survey method of demand forecasting?
a) Consumers interview method b) Experts opinion method
c) Barometric method d) Collective opinion method
5. Name the method of collecting details of demand from a selected group of customer.
a) Delphi method b) Survey method
c) Sample survey method d) Census method

(5x1=5 marks)

Answer all questions. Each question carries 1 mark.

B. Fill in the blanks:

6. The study of entire economic system is called -----.
7. Iso-cost line indicates the price of -----.
8. Boom phase is also known as -----.
9. In ----- pricing, fixed costs are excluded.
10. Managerial economics is a ----- science.

(5x1=5 marks)

(Pages: 2)

Part II

Short answer questions. Answer any eight questions.

Each question carries 2marks.

11. What is Decision Making?
12. Define Marginal Cost.
13. What is Bandwagon Effect?
14. What is Business Forecasting?
15. State the Cobb Douglas Production Function.
16. What is Income Elasticity?
17. What is Customary Pricing?
18. What is Price Theory?
19. Give two objectives of Demand Forecasting.
20. What is Implicit Cost?

(8x2=16 marks)

Part III

Short essay questions. Answer any six questions.

Each question carries 4 marks.

21. What are the factors which influence Pricing?
22. What are the responsibilities of Managerial Economist?
23. Distinguish between Accounting Cost and Economic Cost.
24. Discuss the Limitations of Demand Forecasting.
25. Explain the various External Economies.
26. What is Price Elasticity? Explain the determinants of Price Elasticity.
27. What are the important Properties of Isoquant?
28. How can the harmful effects of Business Cycles be reduced?

(6x4=24 marks)

Part IV

Essay questions. Answer any two questions.

Each question carries 15 marks.

29. Mention the important objectives of pricing. Explain the various Pricing Strategies in case of new product.
30. Define Managerial Economics. Discuss the various economic theories applied to Business Analysis.
31. What are the main characteristics of Perfect Competition? Explain the equilibrium of the firms in the short run and long run under Perfect Competition.

(2x15=30 marks)
