

16U138

(Pages: 2)

Name:

Reg. No.....

FIRST SEMESTER B.Com. /B.B.A. DEGREE EXAMINATION, NOVEMBER 2016

(Regular/Supplementary/Improvement)

(CUCBCSS - UG)

CC15U BC1 C01/BB1 C01& CC16U BC1 C01/BB1 C01- MANAGERIAL ECONOMICS

(Complementary Course)

(2015 Admission Onwards)

Time- Three Hours

Maximum: 80 Marks

Part -I

Answer all questions. Each question carries 1 mark.

A. Choose the correct answer from brackets:

1. Iso-cost line indicate the price of :
a) Output
b) Inputs
c) Finished goods
d) Raw materials
2. The equilibrium of a firm occurs when:
a) Price=MC
b) MC=MR
c) Price=MR
d) AC=MC
3. Price discrimination is possible in :
a) Perfect competition
b) Monopoly
c) Monopolistic competition
d) Oligopoly
4. A cost that has already been committed and cannot be recovered known as :
a) Sunk Cost
b) Total Cost
c) Full Cost
d) Variable Cost
5. Which of the following is not a Macro Economic concept?
a) Business cycle
b) Government Policy
c) National Income
d) None of these

(5x1=5 marks)

Answer all questions. Each question carries 1 mark.

B. Fill in the blanks:

6. Price rigidity is an important feature of _____.
7. A desire backed by purchasing power is called -----.
8. _____ is regarded as the father of Managerial Economics.
9. Money costs are also known as _____.
10. _____ pricing is done on the basis of managerial decisions.

(5x1=5 marks)

Part II

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

11. State the Law of Supply.
12. What is Demonstration Effect?
13. What is target pricing?
14. What are cyclical fluctuations?
15. Define Production Function.
16. What is cross elasticity?
17. What is Delphi Method of forecasting?
18. Give any two types of Monopoly.
19. What is shut down point?
20. What is Demand Schedule?

(8x2=16 marks)

Part III

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

21. Distinguish between Economies of Scales and Economies of Scope.
22. Why demand curve slopes downwards?
23. What are the causes of Business Cycles?
24. What are the factors which govern the Pricing decisions?
25. Explain the various internal Diseconomies.
26. What are the various degrees of price elasticity?
27. What are the fundamental concepts of Managerial Economics?
28. Explain the role of Demand Forecasting in an industry.

(6x4=24 marks)

Part IV

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

29. State the Laws of Variable Proportion. What are its assumptions? Explain its Importance.
30. What are the main characteristics of Monopolistic Competition? Explain the equilibrium of the firms in the short run and long run under Monopolistic Competition.
31. Define Managerial Economics. Explain the Characteristics of Managerial Economics

(2x15=30 marks)
