

19U145

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Name:

Reg. No.....

FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2019

(CBCSS UG)

CC19U BC1 C01 - MANAGERIAL ECONOMICS

(Commerce - Complementary Course)

(2019 Admission Regular)

Time: 2½ Hours

Maximum: 80 Marks

Credit: 4

PART- A (Short Answer Type)

Each question carries two marks.

1. Define Elasticity of Demand.
2. What is Reserve Price?
3. Give any two responsibilities of a Managerial Economist.
4. State any two negative implications for India as a member of WTO.
5. What is Non Price Competition?
6. What do you mean by Export Oriented Units?
7. State Law of Supply.
8. What is Open Oligopoly?
9. State the Principle of Discounting.
10. Enumerate the relationship between Managerial Economics and Accounting.
11. What is Green Field Investment?
12. What is Income Effect?
13. Define Inflation.
14. What is Floating Exchange Rate System?
15. What is Relative Poverty?

(Ceiling 25 Marks)

PART- B (Paragraph Type)

Each question carries 5 marks.

16. Explain pricing under Price Leadership.
17. Explain the factors that led to the emergence of New Economic Reforms in India.
18. Explain the measures adopted by the Government for preventing Unemployment?
19. What are the wastages of Monopolistic Competition?
20. Distinguish between Ordinal Utility Analysis and Cardinal Utility Analysis.
21. What are the different types of Intellectual Property Rights?

22. Explain graphically the Income Consumption Curve.
23. Explain the characteristics of Managerial Economics.

(Ceiling 35 Marks)

PART- C (Essay Type)

Answer any *two* questions. Each question carries 10 marks.

24. Discuss the Industrial growth in Kerala. What are the reasons for the Industrial backwardness of Kerala?
25. Define Parallel Economy. What are the measures taken by the Government to eliminate Parallel Economy?
26. Define Consumer Surplus. Explain its importance and limitations.
27. What is Price Discrimination? Explain the various degrees of Price Discrimination.

(2 x 10 = 20 Marks)
