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Name:

Reg. No:

FIRST SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, NOV. 2024

(CUCBCSS-UG)

CC17U BCP1 B02 – MANAGERIAL ECONOMICS

(Core Course)

(2017 to 2023 Admissions – Supplementary)

Time: Three Hours

Maximum: 80 Marks

PART- A

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

Choose the correct answer:

1. Cross Elasticity of demand between substitutes are -----
(a) positive (b) negative (c) infinity (d) zero
2. The low point of Business cycle is called
a) Expansion b) Contraction c) Boom d) Recovery
3. A monopolist is a price -----
(a) Maker (b) Adjuster (c) Taker (d) None of these
4. The price at which demand and supply are equal is called -----
(a) Normal price (b) Support price
(c) Equilibrium Price (d) Price Discrimination
5. 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

Fill in the blanks:

6. Revenue per unit of a commodity sold is called -----
7. Full capacity is utilized when there is ----- competition.
8. ----- is also known as theory of Income and Employment.
9. The study of entire economic system is called -----
10. Price rigidity is an important feature of ----- market.

(10 × 1 = 10 Marks)

Part B

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

11. State the Law of demand.
12. What is price dumping?
13. Explain the relation between oligopoly and duopoly.

14. What do you mean by consumer surplus?
15. Define Marginal Rate of Technical substitution
16. Explain the meaning of skimmed pricing.
17. Distinguish between cross elasticity and advertising elasticity.
18. What are the factors governing demand?
19. What do you mean by managerial diseconomies?
20. Explain the relation between AC and MC.

(8 × 2 = 16 Marks)

Part C

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

21. Explain various degrees of price elasticity.
22. Define business cycle. Discuss its salient features and phases of Business cycle.
23. Explain the pricing under Price- leadership.
24. Discuss the significance of pricing strategy in pricing.
25. Explain Cobb- Douglas Production Function.
26. Explain the basic economic tools used in managerial economics.
27. What do you mean by shift in demand?
28. What is short run production function. Explain.?

(6 × 4 = 24 Marks)

PART D (Essay Questions)

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

29. What is monopoly? Explain the features of monopoly. Explain the price determination under monopoly.
30. State the law of variable proportion. What are its assumptions, Explain the practical importance of the law of variable proportion?
31. What is economic forecasting? Explain the methods of economic forecasting.

(2 × 15 = 30 Marks)
