

FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2025

(CBCSS - UG)

CC19UBCM1C01 / CC20UBCM1C01 - MANAGERIAL ECONOMICS

(Commerce: Finance / Taxation - Complementary Course)

(2019 to 2023 Admissions - Supplementary)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)Answer ***all*** questions. Each question carries 2 marks.

1. What is Managerial Economics?
2. What is consumer surplus?
3. What is Price effect?
4. What do you mean by unit elasticity?
5. Explain the concept of law of supply.
6. Define a market.
7. What is equilibrium price?
8. List out the advantages of product differentiation.
9. Differentiate open and closed oligopoly.
10. What do you mean by TRIMs?
11. How parallel economy emerges?
12. Lists out the role of government in market economy.
13. What is trademark?
14. What are the modes of FDI?
15. Define medium enterprise.

(Ceiling: 25 Marks)**Part B (Paragraph questions)**Answer ***all*** questions. Each question carries 5 marks.

16. Explain the relationship between Managerial Economics and Accounting.

17. What are the exceptions of the law of diminishing marginal utility?
18. What are the limitations of indifference curve analysis?
19. Difference between monopoly and perfect competition.
20. Write a note on kinked demand curve.
21. Briefly explain the features of Indian economy.
22. Explain the measures to control inflation.
23. What are the reasons for the growth of trade and commerce in Kerala?

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Discuss graphically Hicksian decomposition of price effect into income effect and substitution effect.
25. What is perfect competition? Explain various features of perfect competition.
26. What are the remedial measures taken by Govt to reduce unemployment?
27. Explain exchange rate regimes in India.

($2 \times 10 = 20$ Marks)
