

25U157S

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Name:

Reg. No:

FIRST SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, NOV. 2025

(CUCBCSS-UG)

CC17UBCP1B02 – 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. If the income elasticity is greater than one the commodity is -----
(a) Necessity (b) Luxury (c) Inferior goods (c) None of these
3. A monopolist is a price -----
(a) Maker (b) Adjuster (c) Taker (d) None of these
4. 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
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. The study of entire economic system is called -----
7. The highest point of a business cycle is -----
8. Full capacity is utilized when there is ----- competition.
9. ----- is a method of leadership pricing.
10. ----- cost do not vary with production.

(10 × 1 = 10 Marks)

Part B

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

11. Define MICRO and MACRO Economics.
12. What is Aggressive price leadership?
13. Explain the meaning of skimmed pricing.
14. Write about duopoly.
15. Explain the relation between AC and MC.

16. What is price dumping?
17. What is discounting principle?
18. Distinguish between total product and average product.
19. What do you mean by consumer surplus?
20. What is managerial economics?

(8 × 2 = 16 Marks)

Part C

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

21. Distinguish between returns to a factor and returns to scale.
22. Explain Delphi method.
23. Explain Kinked Demand curve.
24. Differentiate between movement along the Demand curve and shift of demand curve.
25. Explain the basic economic tools used in managerial economics.
26. Explain various degrees of price elasticity.
27. Define business cycle. Discuss its salient features.
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 economic forecasting? Explain the methods of economic forecasting.
30. Write about the business strategies to minimize the effects of business cycles. Also write about anti-cyclical monetary and fiscal policy.
31. State the law of variable proportion. What are its assumptions, Explain the practical importance of the law of variable proportion?

(2 × 15 = 30 Marks)
