

21U152S

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Name:

Reg. No:

FIRST SEMESTER B. Com/B.B.A /B.Com PROFESSIONAL DEGREE EXAMINATION, NOV. 2021

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

CC16U BC1 C01/CC16U BB1 C01 /CC17U BCP1 B02 – MANAGERIAL ECONOMICS

(Core Course)

(B.Com 2016 Admission, B.B.A 2016 Admission onwards)

(B.Com Professional 2017 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

Part –I

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

Choose the correct answer from the brackets.

1. A situation of severe falling prices and lowest level of economic activities in the economy as a whole known as a
a) Boom b) Recovery c) Depression d) None of these
2. The low point of Business cycle is called
a) expansion b) Contraction c) Boom d) Recovery
3. What is called second law of Market.
a) Supply b) Demand c) Marginal utility d) None of the above
4. Price rigidity is an important feature of
a) monopoly b) Oligopoly c) Duopoly d) None of the above
5. Which of the following is not a technique of economic forecasting?
a) Expert opinion method b) Discounting method
c) Survey method d) Economic forecasting
6. The fixed inputs become variable in the
7. The sum total of Individual demand schedule is called
8. is also known as theory of Income and Employment.
9. Under monopoly, MR is than AR
10. Cost do not vary with production.

(10 × 1 = 10 Marks)

Part II

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

11. Define MICRO and MACRO Economics.
12. Differentiate Individual Demand Curve and Market Demand Curve.

13. Define Marginal Rate of Technical substitution.
14. What do you mean by incremental revenue?
15. What do you mean by producer's equilibrium?
16. What is Aggressive price leadership?
17. Write the uses of economic forecasting.
18. Write about duopoly.
19. Explain the meaning of skimmed pricing.
20. Write the reason for indeterminate demand curve of Oligopoly.

(8 × 2 = 16 Marks)

Part III

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

21. Distinguish between returns to a factor and returns to scale.
22. Explain Kinked Demand curve.
23. Explain the law of variable proportion.
24. Explain the pricing under Price- leadership.
25. Discuss how the supply curve of firm and industry under Perfect competition in the short run determined.
26. Differentiate between movement along the Demand curve and shift of demand curve.
27. Explain the different phases of Business cycle.
28. Discuss the significance of consumer psychology in pricing.

(6 × 4 = 24 Marks)

Part IV

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. Explain the relationship between total, average and marginal cost. Explain the short run and long run cost of production. Show it with the help of a diagram.
31. Write about the business strategies to minimize the effects of business cycles. Also write about anti-cyclical monetary and fiscal policy.

(2 × 15 = 30 Marks)
